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*Annual*  
(INTERIM) REPORT

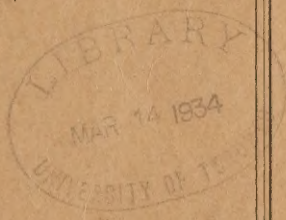
OF THE

CANADIAN  
RADIO BROADCASTING  
COMMISSION

FOR THE CALENDAR YEAR 1933



OTTAWA  
J. O. PATENAUDE  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1934







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*To His Excellency Captain the Right Honourable the Earl of Bessborough, P.C.,  
G.C.M.G., Governor General and Commander-in-Chief of the Dominion  
of Canada.*

MAY IT PLEASE YOUR EXCELLENCY:

The undersigned has the honour to lay before Your Excellency the accompanying interim report of the Canadian Radio Broadcasting Commission for the year 1933.

Respectfully submitted,

ALFRED DURANLEAU,  
*Minister of Marine.*

OTTAWA, February 2, 1934.



OTTAWA, February 2, 1934.

The Hon. ALFRED DURANLEAU, P.C., K.C.,  
Minister of Marine,  
Ottawa.

SIR,—In compliance with the provisions of Section 18 of the Canadian Radio Broadcasting Act, 1932, I have the honour to submit herewith an Interim Report of the Canadian Radio Broadcasting Commission for the year 1933.

I have the honour to be,

Sir,

Yours respectfully,

R. P. LANDRY,  
*Secretary.*

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**CANADIAN  
RADIO BROADCASTING  
COMMISSION**

*Chairman:* HECTOR CHARLESWORTH

*Vice-Chairman:* THOMAS MAHER

*Commissioner:* Lt.-Col. W. ARTHUR STEEL, M.C.



# REPORT OF THE COMMISSIONERS

## GENERAL REPORT

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### Introductory

The Canadian Radio Broadcasting Act, Chapter 51, 22-23 George V, assented to on May 26, 1932, provided for the constitution of a Commission to be known as the Canadian Radio Broadcasting Commission. The first Commissioners were appointed by the Governor General in Council in October, 1932, and the Commission undertook the administration of the Act, as a legal body, on January 18, 1933.

The powers of the Commission are specifically defined in sections 8 and 9 of the Canadian Radio Broadcasting Act, and the respective subsections, and may be summarized as follows: (1) to carry on the business of broadcasting in Canada, and (2) to regulate and control all broadcasting in Canada.

Although executive work at headquarters occupied most of the time of the Commissioners, a personal survey of radio conditions throughout Canada was made in order to obtain an intimate knowledge of actual conditions in every part of the country. Very careful consideration has been given to coverage and reception generally. It is fully recognized that coverage in Canada is at present far from adequate. Plans have been devised to provide the coverage required, but these plans can be put into effect only gradually, because they are dependent upon provision of the funds required for the establishment of the necessary high-power stations.

As the statutory provisions to be administered were entirely new and as the Commission had no framework on which to establish its operations, it was necessary to plan and develop a new and comprehensive organization and the first activities of the Commission were concentrated on this objective. At the same time it was necessary to survey and consider carefully the whole broadcasting situation in Canada. The extent and importance of this task can not be overestimated, involving as it did the development of an efficient headquarters organization, contracting for the lease of time and reserving time on a network of basic stations from coast to coast, leasing and organizing transmission wire facilities across Canada, selecting suitable talent and programs, and drafting rules and regulations for the control of broadcasting in Canada.

### REPORT OF MAJOR GLADSTONE MURRAY

Recognizing that the experience of the British Broadcasting Corporation might be of value to Canada in establishing a new system of national radio, the Prime Minister of Great Britain, early in the year, offered to the Right Hon. R. B. Bennett, Prime Minister of Canada, the co-operation and assistance of the British Broadcasting Corporation. As a result of this generous offer Major Gladstone Murray, Director of Public Relations of the British Broadcasting Corporation, came to Canada in April to survey the radio situation in this country, and to advise on matters of policy and procedure. Following his study from April to June Major Murray presented a comprehensive report on national radio in Canada. Major Murray's assistance and advice proved of much value to the Commission.

A review of progress made by the Commission in developing national and regional program schedules and a summary of measures taken to regulate and control broadcasting in Canada are given in the following pages. Reports of the activities of departments already established are also included.

As the financial year of the Commission ends on March 31, it is not possible in this report to present a complete financial statement. A statement of expenditures is appended, however, for the period from April 1, 1933, to December 31, 1933.

A list of private commercial stations in Canada is also appended.

## BROADCASTING BY THE COMMISSION

### DEVELOPMENT OF BROADCASTING SCHEDULE

The appeal from all parts of Canada for immediate improvement in Canadian programs led the Commission to inaugurate as a temporary measure, during the first week of February, 1933, two hours of national broadcasting each week. A national program of one hour daily broadcasting was commenced in the first week in May. The daily schedule was increased in June by the addition of more regional programs. A daily half hour was added to the national network on July 1, and during this month regional programs for western stations were added. The total of national program time was increased in August to two hours daily. The development of regional programs was continued during September, and on October 1 a national half hour originating in Western Canada was added, so that at this date the total of national programs amounted to two and one-half hours daily. In the second week of October a special Sunday afternoon schedule of three hours national network programs was added, and was increased to four hours during the last week of that month. At the end of the year the Commission was broadcasting on a regular schedule of forty-eight hours each week. It is the intention of the Commission to extend this schedule as soon as sufficient revenue is available.

### STATIONS USING COMMISSION PROGRAMS

The Commission's broadcasting service had to be arranged largely by lease of facilities. Three stations and facilities located at Moncton, Ottawa, and Vancouver, with additional broadcasting quarters at Montreal and Halifax were acquired from the Canadian National Railways. Subsequently the Commission arranged for full broadcasting time on stations at Toronto, Montreal, and Chicoutimi; and towards the close of the year the Moncton station was closed because of its obsolete equipment. At the end of the year the Commission had control of full broadcasting time on the following stations: CRCS, Chicoutimi, Quebec; CRCM, Montreal, Quebec; CRCT, Toronto, Ontario; CRCO, Ottawa, Ontario; CRCV, Vancouver, British Columbia. The basic national network is comprised of these stations together with a selected list of stations at various centres across Canada on which specific time is reserved for national and regional programs. Commission programs were made available as well to certain other stations, not included in this basic national network, but the use of the programs remained optional with these stations.

### WIRE TRANSMISSION SERVICE

The broadcast of a program simultaneously on a network of widely separated stations requires that these stations must be connected by physical wire circuits. A program originating at any point is fed to all other stations over the wire circuits.

The need of a national network for the transmission of Commission programs resulted in the Canadian Pacific and Canadian National Telegraph Com-

panies combining facilities of both companies to provide the service required. Networks organized for use by, and leased to, the Commission are as follows:—

*Maritime Network* serving Nova Scotia, Prince Edward Island, and New Brunswick.

*Mideast Network* serving Ontario and Quebec.

*Central Network* serving Manitoba and Saskatchewan.

*Pacific Network* serving Alberta and British Columbia.

*Midwest Network* serving Manitoba, Saskatchewan and Alberta.

*Eastern Network* which includes the Maritime and Mideast Networks.

*Western Network* which includes the Central, Midwest and Pacific Networks.

*National Network* which includes all the above Networks and thus serves all points in Canada.

The National network is designed to carry Canadian Radio Broadcasting Commission programs to all points in Canada, and consists of 5,898 miles of broadcast pairs, or a total of 11,796 miles of single wire. Sixty-four repeater and control stations are required to maintain the highest possible efficiency in transmission, and all such stations are connected by a telegraph monitor circuit involving an additional 5,898 miles of telegraph circuit.

## PROGRAMS

### MUSIC

The development of musical programs of a high standard has been a first consideration with the Commission. It was realized that programs used on the national network must be of a sufficiently high standard to represent the musical and cultural appreciation and attainment of Canadian people. There are in Canada many reputable instrumental and choral societies, particularly in the leading cities, that have achieved an admirable standard of efficiency. In the year under review, concerts have been presented on the national network by many orchestras and choral groups, and it has been the aim of the Commission to distribute the engagements so that as far as possible each part of the country would be represented. It might also be observed that up to the time the Commission was established a large proportion of these orchestras and choral groups did not have the opportunity to broadcast. Now, however, that a system of national radio has been definitely established there is a greater incentive for such organizations to concentrate on training for radio broadcasting.

Chamber music and band music have also been encouraged by the Commission and many excellent programs were presented during the past year. In fact, no form of musical expression has been neglected in the task of program building, but in the short space of less than a year it was not possible to present as great a variety as will ultimately be included when the program schedule is gradually extended. The Commission endeavoured, nevertheless, to meet as far as possible in the circumstances the great diversity of preferences for different types of music. One of the most encouraging features of program building was the remarkable amount of efficient musical talent discovered. There are in Canada innumerable musical societies and individual artists, hitherto having only a *local* or limited reputation, and through the opportunity presented by national radio many of these societies and artists have already reached national, and even international, fame.

The influence of national radio in encouraging and developing Canadian talent has thus been particularly effective, and it has also had admirable results in bringing the various centres of Canada close together in links of harmony.

#### EDUCATION

Careful consideration was given to the broadcast of educational talks, not only by eminent Canadians, but also by distinguished visitors from other lands, especially from Great Britain. Radio is one of the greatest educational influences in the present age, but radio talks must be specially prepared and arranged in a way that they will be interesting to the listener. Such talks must be short and effective, they must also be placed at a time on the program schedule when the listener is likely to be most receptive to such broadcasts. During the past year the Commission presented several series of addresses on important and interesting topics and co-operated with universities, national societies, and associations in presenting outstanding addresses.

#### SPECIAL FEATURES

The inauguration of a system of national radio has presented a unique opportunity for the broadcast of special features of national and international importance. The Commission recognized the service it can render Canadian people through the broadcast of such events, and was constantly on watch during the year for events that it was thought were of unusual interest to people in Canada.

Outstanding among such events broadcast were the celebration of the 150th anniversary of the founding of Saint John, New Brunswick, by United Empire Loyalists; the arrival and reception of the Italian Air Armada at Shediac, N.B.; Harnsworth trophy race on Lake St. Clair; the National Balloon race; Institute of Pacific Relations at Banff, where speakers including delegates from Canada, Great Britain, United States, Japan, and China, were heard on the national network; the opening of the International Grain Exposition at Regina; the National Remembrance Day ceremony on Parliament Hill, Ottawa; and the funeral service at the grave side of the late Sir Arthur Currie. The broadcast of such events is a striking example of the service national radio can render to Canada.

#### NEWS BULLETINS AND WEATHER FORECASTS

It was recognized by the Commission that a large portion of the people of Canada in rural districts, more particularly in remote areas, did not receive daily news service of any kind. Through the co-operation of the Canadian Press, special daily news bulletins were broadcast for the benefit of such people. These bulletins were broadcast twice daily. As already stated this service was intended for the hundreds of thousands of people who do not receive the daily or weekly newspapers for several days or weeks after they are published and, obviously, is not of prime importance to those in urban centres, who receive the newspapers within several minutes after the time of publication.

Weather forecast bulletins prepared by the Meteorological Service of Canada, Department of Marine, were also broadcast daily on the national network. The broadcast of these bulletins was an invaluable aid to aviators, agriculturists, and others.

#### NORTHERN MESSENGER SERVICE

A service of broadcasting personal messages to Northern Canada, Labrador, and the Canadian Arctic archipelago, was commenced on Saturday, December 2, and was intended primarily to serve the following: (1) District agents, medi-



cal officers, nurses and other Government officials stationed in Northern Canada; (2) R.C.M. Police detachments in the Canadian mainland and Arctic archipelago; (3) Traders, trappers, settlers, miners, and missionaries throughout the Canadian Arctic and Sub-Arctic regions of Canada; (4) British Naval Detachment from H.M.S. *Challenger* at Nain, Labrador.

This special service was arranged so that headquarters officials, friends, and relatives of those serving in these districts might send them messages of greetings and cheer to lighten their arduous labours in this remote region.

#### EXCHANGE OF PROGRAMS

A most satisfactory system of exchange of programs was arranged with the National Broadcasting Company and the Columbia Broadcasting System in the United States. A reciprocal agreement was reached, whereby both these systems supplied the Commission with some of their best programs in exchange for Canadian programs presented by the Commission.

The advantage to Canada of this exchange of programs can not be over-estimated. Canada now receives the very finest of United States programs, such as the Sunday afternoon concerts by the New York Philharmonic Orchestra, and the grand operas produced by the Metropolitan Opera Company. These are relayed by the Commission to Canadian stations through its leased facilities from coast to coast. The Canadian programs supplied to the above systems have been the subject of very favourable comment, not only by officials of these systems, but by innumerable listeners throughout the United States. It should be observed that by the broadcast of these Canadian programs on national networks in the United States, Canada is receiving very valuable publicity.

The Commission plans to arrange for the exchange of programs with Great Britain and other parts of the British Empire, as well as with various European countries, as soon as technical difficulties can be overcome. It is the aim of the Commission in this way to provide Canadian listeners with some of the best radio programs produced in other countries, and at some future date to present Canadian programs abroad that will worthily represent the intellectual and artistic development of this country.

#### BRITISH EMPIRE BROADCAST

The enormous success of the British Empire broadcast on Christmas day, 1932, resulted in a decision by the British Broadcasting Corporation to arrange a similar broadcast on Christmas day, 1933. The Canadian Radio Broadcasting Commission was invited by the British Broadcasting Corporation to arrange for the transmission of the broadcast in Canada. The details of the broadcast were to some extent different from the previous year, but the general scheme of exchange of greetings between each part of the Empire was followed and the broadcast was concluded by a message from His Majesty to the Empire from Sandringham. The broadcast was technically superior to that of the previous year and was received enthusiastically in all parts of Canada. Undoubtedly it had the very good effect of binding the tie between all parts of the British Empire.

#### SUMMARY

National radio has provided a medium of daily communication between the provinces that will have a gradually increasing influence in uniting Canadian people more closely in a spirit of national fraternity and common understanding. By the daily exchange of radio programs between East and West the geographical barrier of distance is being surmounted and in this way there



tends to be a disappearance of parochialism and the development of a vigorous national perspective. Obviously national radio is an effective instrument in nation building.

The significance of Canadian programs by Canadian artists being heard simultaneously throughout Canada daily, and the fact also that programs are being presented from leading centers in every part of Canada, is very impressive.

What was accomplished in 1933 is but the beginning of a system of national radio that will be of innumerable service to the people of this country.

## REGULATION AND CONTROL OF BROADCASTING IN CANADA

When the Commission was legally constituted immediate consideration was given to the inauguration of measures designed to regulate and control broadcasting in Canada. The powers of the Commission so far as this responsibility is concerned are defined in section 8 of the Canadian Radio Broadcasting Act, and by section 10 of the Act the Commission is empowered, with the approval of the Governor in Council, to make by-laws or regulations for the fulfilment of this object of the statute. Careful study was made by the Commissioners of broadcasting conditions in Canada and of the ideals that it was considered should be attained. With these considerations in view, the Commission drafted Rules and Regulations which, on the approval of the Governor in Council, came into effect on April 1, 1933. The scope and object of the regulations are defined in article 2, section 1, as follows:—

"These regulations are intended to ensure that all broadcast facilities in Canada, whether privately or publicly owned, shall be so designed, installed and operated as to take advantage of the latest scientific developments and improvements in physical plant and the methods of operation of broadcast systems, so that the maximum service area will be obtained for each station, and the best possible service rendered to Canadian listeners."

The Canadian Radio Broadcasting Act requires that all applications for radio station licences must be made in writing to the Canadian Radio Broadcasting Commission. It is the prerogative of the Commission to recommend to the Minister of Marine the granting or refusal of any such application. During 1933 all station licences issued were recommended by the Commission, and before recommending the issue of such licences the Commission required that the broadcast facilities of all stations applying for licences should be satisfactory to the Commission. Efficient broadcast apparatus is absolutely essential in order to provide radio listeners with the best possible reception and coverage, and also to guard against interference between stations. The Act empowers the Commission to determine the location of stations in Canada, and also requires that permission for all chain broadcasts or "hook-ups" between privately owned stations must be obtained in advance from the Commission.

Engineering standards of equipment are outlined in the Rules and Regulations, as well as rules for the technical operation of broadcasting stations.

One of the more difficult problems the Commission had to consider was the broadcasting of advertisements of patent medicines. In order to establish effective control over such advertisements, the Commission had the cordial co-operation of the Department of National Health. Continuities for these advertisements must be submitted to the Commission in advance, and are forwarded to the Department of Health for careful examination. They are handled very carefully and speedily by the Department of National Health and are returned, through the Commission, to the sponsors with any necessary deletions. Through this procedure, Canadian radio listeners are protected from unsound or misleading advertisements of patent medicines.

The Commission endeavoured also to establish effective control over all speeches, announcements or references over radio that might be considered abusive or defamatory in relation to persons or Canadian institutions, and took drastic action on several occasions. The wisdom of this control is obvious in that it is necessary to protect, so far as possible, both persons and institutions from unwarranted attacks.

By section 91 of the Regulations "the Commission reserves the right to prohibit the broadcasting of any matter until the continuity or record or transcription or both have been submitted to the Commission for examination and have been approved by them." Its powers in this respect have been exercised so far as possible in a spirit of fair play towards all shades of opinion.

The following regulations provide for news broadcasts by the Commission:—

"(101) Canadian radio broadcasting stations shall not transmit any news or information of any kind published in any newspaper or obtained, collected, collated, or co-ordinated by any newspaper or association of newspapers or any news agency or service, except the following:—

"(a) Such news bulletins as are released regularly from the various bureaus of Canadian Press for the express use of broadcasting stations in Canada.

"(b) Local news under arrangements to be made by each station individually with its local newspaper or newspapers, or such news as it may collect through its own employees or through such collection agency or agencies as may be employed by the said stations.

"(c) Newspapers broadcasting false or misleading news shall be prohibited from further broadcasting unless extenuating circumstances can be shown.

"(102) The broadcasting of editorial opinions of a controversial nature is prohibited."

The Commission has taken effective action to control broadcasting in Canada, and although the Rules and Regulations promulgated have been in effect only nine months, there has been a definite improvement in the broadcasting situation in Canada and abuses have been reduced to a minimum, if not completely eliminated.

## PROGRAM DEPARTMENT

The first report of the Program Department necessarily covers a field vast in both scope and detail. Progress made during the year is outlined in as brief a manner, however, as is considered commensurate with the many and varied phases of the activities of the Department.

In practically every city in which broadcasting apparatus is located artists displaying a high standard of ability have participated in the many programs transmitted over the Commission networks. Reports received from qualified critics justify the assumption that these programs compared favourably with the achievements in other countries. The originality and creative ability of Canadian artists have been most significant factors in the entertainment provided by the Commission for the people of Canada. It has been amply demonstrated that Canada has the necessary talent to provide an adequately diversified program service and it is most gratifying to point out that this talent is to be found not only in the larger metropolitan centres but also in smaller cities and towns throughout the Dominion.

At the close of the year the Commission was broadcasting on a regular schedule of forty-eight hours per week, and giving employment to approximately eight hundred Canadian artists every seven days. More than two thousand English and French programs have been presented since the inception of the Commission. Programs ranging from symphony concerts and grand opera to those of the lighter and humorous types were broadcast to the entire Dominion. Over one thousand of these varied programs were released on the Commission's national network during the year ending December 31, 1933. The regional networks of the East and West contributed over sixteen hundred programs, ranging from fine orchestral and choral concerts to those of eminent instrumental and vocal artists.

The Program Department faced a tremendous task in organizing programs. Auditions were given in many large centres and suitable talent was selected to fill the immediate requirements of a diversified program schedule. Many excellent artists have not yet been given the opportunity of broadcasting over the Commission networks but undoubtedly as new programs are arranged they too will be included.

The exchange of programs between the Canadian Radio Broadcasting Commission and the two outstanding broadcasting systems of the United States proved most beneficial and satisfactory not only from the viewpoint of the excellent entertainment which they provided but also from the standpoint of publicity. Through this exchange system, listeners in the United States had the opportunity of hearing some of Canada's finest talent presented from nearly every section of Canada, and Canadian listeners had the privilege of receiving from the American networks, relayed over the facilities of the Commission, such excellent programs as those of the Metropolitan Opera Company, the New York Philharmonic Orchestra, and other equally outstanding concerts originating in the United States.

The Commission released to the American networks during the year over fifty concerts from various centres in Canada. In exchange, the two American networks and the British Broadcasting Corporation supplied seventy broadcasts, covering not only the finest of music, but events of international interest and importance for use on the Canadian Radio Commission's national network.

### *Symphonic Concerts*

Concerts by some of the leading Canadian symphony orchestras were broadcast during the period under survey. Over forty-five symphony concerts of which at least two-thirds were of Canadian origin, were presented during the year. The response to these concerts was most gratifying and satisfactory.

In addition to the symphonic programs, eight hundred and seventy other lighter orchestral concerts were broadcast by Canadian musicians from coast to coast. The Commission has endeavoured to co-operate with established orchestras and to give them an opportunity to be heard throughout the entire Dominion.

### *Opera*

Productions by the Metropolitan Opera Company were relayed from a United States network to the Canadian network. The Commission also presented operettas performed by its own French and English light opera groups. Over thirty of these concerts were given during the year and included the works of such well-known composers as Sullivan, Lecoq, Victor Herbert, Planquette and Messager. Many of the most delightful of the lighter French operettas were featured on alternate Sunday nights. The national network also released over twenty-nine concerts of operatic selections, both in English and in French.

The operatic concerts were received enthusiastically and show indication of still further appreciation for the coming season.

### *Chamber Music*

Concerts of chamber music by well-known Canadian string quartets were presented during the year, totalling more than twenty and included works from both classic and modern repertoires.

### *Choral Music*

During the year the Commission presented a series of concerts by choral societies throughout the country. A considerable amount of interest was shown by east and west in the performances of these various groups as the entire series was broadcast on the national network. The series embraced practically every type of choral work and gave many of these groups their first opportunity of being heard by choral critics in all parts of the Dominion. From the viewpoint of promoting and encouraging choral work, and from an entertainment as well as an educational standpoint, this series proved most successful.

### *Drama*

There was a considerable increase in the last year in the number of plays written especially for radio presentation. The Commission has encouraged Canadian dramatists in this field of art, and of the many manuscripts received during the year, a considerable number indicated fine imagination and originality. The creation of radio plays is a new and fertile field for writers and many Canadians are recognizing the opportunity thus presented.

During the year radio dramas were released both on the Eastern and Western networks, as well as the National network. Several stage plays were successfully adapted to radio use and the Commission's dramatic groups have devoted considerable time and effort to the further development of the art of the presentation of radio drama. Plans are now being made for a more extensive development of this particular phase of the broadcasting field.

### *Education*

Many educational addresses were broadcast on the National, Eastern and Western regional networks, on a variety of interesting subjects. These included educational talks for children. Many eminent educationists from various



Canadian universities were introduced, also prominent speakers who gave addresses under the auspices of associations and societies, including the National Council of Education and the Young Men's Canadian Club of Montreal. A series of lectures was given by professors from Canadian universities and by representatives of the Professional Institute of the Civil Service. Stories relating to Indian folk lore and early Canadian life, book reviews, comments on world news events, greetings from mayors of Canadian cities, and speeches from many important public dinners and functions were broadcast also during the year. Speakers included many distinguished Canadians and guests from other countries.

### *Recitals*

Instrumental and vocal recitals by eminent Canadians who have established national reputations were given during the year, making it possible for Canadian people to fully appreciate the splendid achievements of many talented Canadians. The recitals also proved worthwhile from an educational viewpoint and served as an excellent example to ambitious and talented young artists.

### *Bands*

Concerts by leading military bands throughout Canada were broadcast. In this series practically every city in Canada was represented. One of these concerts was released regularly to one of the American networks and correspondence received from listeners indicated that this concert was listened to with an unusual degree of pleasure in the United States as well as in Canada.

### *Children's Programs*

Special programs for children were broadcast on the regional networks. An effort was made to design the programs so that they would be both entertaining and educational. The topics were interspersed with music and covered such subjects as true stories of early settlers and Indians, safety talks and others. Over thirty of these programs were presented exclusively for children. Many favourable comments were received from adult listeners stating that these programs were both bright and instructive and particularly expressed appreciation of the type of programs arranged for the younger members of the family.

### *Organ Music*

A number of organ recitals of both classical and popular music have been broadcast over the Commission's regional networks. The pipe organ has been appreciated by music lovers all through the ages and its importance in broadcasting, both as a solo instrument and as a supplement to orchestral units, has gained steadily. To-day no program schedule would seem complete without a fair proportion of organ music being included and this phase was amply provided for in the arrangement of the Commission's program service.

### *Special Events*

In addition to its regular entertainment service, the Canadian Radio Commission broadcast throughout Canada and the United States a number of special events in which keen interest was evinced. The outstanding events of the year were the message of His Majesty broadcast to the British Empire on Christmas Day; the United Empire Loyalists Sesqui Centennial Anniversary from Saint John, N.B.; the arrival and reception of the Italian Air Armada in Shediac, N.B.; the arrival of the Italian Air Armada at Montreal; the arrival of Wiley Post, world flier, at Edmonton; the opening of the World Grain Exhibition and Conference at Regina; the ceremonies at the opening of Riding Mountain National Park; the Institute of Pacific Relations Conference from Banff; the Harmsworth Trophy races from Detroit; the Commonwealth Relations Conference from Toronto; the epic story of the adventures of the international balloonists

from Sudbury and Quebec; a special "Radio Progress" broadcast dedicated to the father of radio—Signor Marconi; the National Remembrance Day ceremony on Parliament Hill, Ottawa; the funeral service at the graveside of Sir Arthur Currie; Christmas Eve in Old Quebec; the Bells from the Church of the Nativity in Bethlehem; the International broadcast from Germany of the Benedictine Monks Choir. In addition to the above the following features were relayed to Canada by the British Broadcasting Corporation: the opening of the World Economic Conference, London; the address by the Prime Minister from London during attendance at the Economic Conference; the special broadcast of speeches at the Dominion Day banquet in London; and Big Ben striking the hour of midnight in London. A total of over thirty outstanding events was broadcast during the year and many of these were relayed either to or from foreign countries.

### *Dance Music*

The Commission broadcast at regular scheduled hours during the year over three hundred and fifty programs of dance music, both old and modern.

### *Variety and Comedy*

The light entertainment section provided over three hundred and sixty-five concerts and over fifty of a humorous type. "All-star" variety programs were given, introducing many new radio artists discovered in Canada. Experiments were made in methods of presentation and a continual search was maintained for original material. The work of the Program Department revealed a considerable number of program builders with fresh and distinctive ideas which in the main were genuinely Canadian.

Several Canadian humorists were presented before the Commission's microphones, introducing a type of spontaneous wit that received pleasurable response from listeners, and it is to be noted that these humorists introduced something new in radio comedy. New entertainers were discovered from time to time and were included on these variety programs in an effort to give listeners as wide and diversified a type of entertainment as could be found.

### *Novelty Entertainment*

Over one hundred and twenty-five novelty programs were presented during the year and included in these were such groups as an Argentine orchestra with soloists, a Russian Gypsy orchestra with soloists, a German band, also a novelty mandolin orchestra under the direction of a fifteen-year-old boy. This mandolin orchestra was composed of five children from one family. They were discovered by the Commission's Program Department and produced a type of music that could scarcely be duplicated anywhere on this continent.

### *News and Weather Bulletins*

News bulletins were broadcast twice daily, once over each regional network and once over the national network, giving late news of the day's happenings. Comments received indicate that these proved most enjoyable and invaluable to persons living in sections of Canada where the prompt reception of news by other means is often delayed and sometimes impossible. The broadcasting of news flashes was given in co-operation with the Canadian Press, the news bulletins being forwarded directly to the broadcasting studios from the Canadian Press bureaus at various points in Canada.

Weather forecast bulletins were broadcast each night on the national network. This information was received directly from the Meteorological Service of Canada in Toronto, Ontario, and Victoria, British Columbia, and proved of great value to farmers, settlers and particularly to aviators. Over eleven hundred of these news and weather bulletins were broadcast during the year.

### *Northern Messenger Service*

A service to those inhabiting Canada's "far north" was commenced on December 2. Every Saturday night, news of the outside world, as well as personal messages, were broadcast by both long and short wave to missionaries, explorers, trappers, and members of the Royal Canadian Mounted Police. Thousands of letters were received from friends and relatives expressing gratitude to the Commission for the inauguration of this service.

### *Sports*

In the field of sports, the Program Department interested itself only in events of national and international importance. The World Series baseball finals were broadcast over the national network. A word picture of the running of the English Derby was given on the National network, this feature being picked up and relayed to the Canadian network by the British Broadcasting Corporation. A graphic description of the Haysworth Trophy speed-boat races was also relayed over the national network of the Commission.

### *Exchange*

Exchange programs between the Canadian Radio Commission and the two American networks not only included the outstanding programs of the Canadian and American broadcasting systems but a series released by one of the American networks for simultaneous distribution in both countries that was dedicated each night to one province of the Dominion, and a brief talk stressed the natural resources, the scenic attractions and the industrial assets to be found in the province referred to. These programs were undoubtedly of great value to these provinces and served as an excellent publicity medium for Canada as a whole.

The response from American listeners to Canadian programs was most gratifying and several interesting editorials were published in leading American newspapers commenting on the high quality of the Canadian Radio Commission's presentations.

### *Conclusion*

In less than six months Canadian radio, under the guidance of the Canadian Radio Broadcasting Commission, attained the high cultural and entertainment standard outlined above. Canadian radio artists in each field, from the classics to the more popular type of music, have been greatly encouraged. The program schedules were arranged in such a manner that practically every city had an opportunity of contributing at least one program each week to the entire Dominion. Aspiring artists were auditioned by the Program Department; no one was refused the opportunity of being heard, and all Canadian Radio Commission artists were engaged solely on their ability to please the Canadian radio audience.

Given the necessary monetary resources and a continuance of the sympathetic support of Canadian radio listeners, which has been evidenced in countless communications from all parts of the country, greater strides can be made toward the ultimate two-fold objective—that of providing pleasing and cultural radio entertainment for listeners and of assisting in the development of the wealth of artistry inherent in all races moulded together in this great Dominion.



## ENGINEERING ACTIVITIES OF THE COMMISSION

During the year 1933 the attention of the Commission was largely taken up with general administrative work, but some thought has been given to the creation of an engineering department to supervise the operation of the stations owned or leased by the Commission, and to assist privately owned stations in Canada that are not in a position to maintain an extensive engineering staff.

The organization of the engineering department of the Commission has been divided into four basic groups.

(1) Headquarters engineering staff whose duty it is to supervise all engineering work for the Commission, and to maintain complete records regarding all broadcasting stations in Canada.

(2) A frequency standardization section to assist stations in maintaining their proper channels.

(3) A field survey section to study the operation of broadcasting stations and to advise regarding the proper locations for transmitters in order to improve reception conditions generally.

(4) An engineering staff for the operation of the stations owned and leased by the Commission.

These departments all report directly to the third Commissioner, who acts in the capacity of chief engineer for the Commission.

### NEW CONSTRUCTION

During the past year the Commission has undertaken new construction in Ottawa and Montreal only. In Ottawa it was necessary to move the transmitter to a point outside the city and to construct a new building with towers and antenna system. While this work was being done, the power of the transmitter was increased to 1,000 watts. This work was all carried out under the direction of the Commission engineers. The new station has been in operation now for about two months, and the results are very satisfactory. The range of the station has been definitely increased, and a much better service is now given throughout the entire Ottawa valley. In addition, interference conditions within Ottawa have greatly improved.

In Montreal the studio facilities have been greatly improved by the rearrangement of equipment and the construction of two additional studios with necessary office accommodation. These studios are acoustically correct, and have given excellent service during the past six months.

The stations at Toronto and Vancouver have been brought up to date by the addition of precision frequency control equipment, so that these stations maintain their frequencies well within the limits specified for general use in Canada.

Special recording apparatus, of the Marconi-Stillé type, has been installed at Ottawa for the purpose of recording important events for rebroadcasting in Canada at a later date. The first important use of this equipment was on Christmas day, when the early morning Empire program was recorded and rebroadcast at night for the benefit of those who were not able to listen to the earlier transmission.

At present the engineering department is carrying on a study of wire line transmission facilities in Canada in order to improve the service being given

by the Commission to all stations carrying the Commission programs. In this work the Commission has the assistance and co-operation of all wire line agencies in Canada.

#### FREQUENCY CONTROL

The Broadcasting Commission has undertaken the installation and operation of a frequency monitoring station in Ottawa. This station is intended to serve as a primary standard of frequency for measurements within the broadcast band. A very small staff is employed in this connection, but their work is of great importance to all broadcasting stations throughout the country.

As the work of the Commission develops, additional checking stations will be established in the Maritimes and in the West.

#### FIELD SURVEYS

The field survey section is in charge of an engineer with wide experience in the broadcast field, and comprises both field operators and an efficient office staff. Portable equipment has been secured and the section is equipped to make acoustical measurements in studios, efficiency runs on transmitters, field strength surveys and station coverage and investigations of the quality of the transmission from any station or over any section of the wireline network. This section has already been very useful in improving the coverage of stations in eastern Canada, and it is the intention of the Commission to make this service available to all parts of the country.

#### SECRETARY'S DEPARTMENT

The functions of the Secretary's Department include not only responsibility for secretarial work of the Commission but also, under the direction of the Commissioners, administrative control and direction over the work and clerical employees of the Commission. This department is responsible also for the custody of papers and all documents and the maintenance of records, as well as the promulgation of regulations and orders. All general correspondence, as well as a considerable amount of specialized correspondence, was handled by this department in 1933.

A central registry system was organized during the year and a staff assigned to handle the recording and filing of correspondence and other documents.

The nucleus of a general office staff was also organized.

## PUBLIC RELATIONS AND PUBLICITY

The responsibilities and functions of this department, which is in charge of the Director of Public Relations, are very extensive. The public demand for information regarding national radio and the policies, activities and aims of the Commission is continuous and efforts to meet it are directed along various lines. Information of this character is supplied constantly to the daily newspapers as well as to magazines and other periodicals. Articles dealing with the Commission and with national radio are prepared and supplied upon request, and requests for such have become steadily more numerous in recent months, this being indicative of an increasingly sympathetic interest in the work of the Commission. Writers are supplied with information as a basis for their own articles on the subject. Personal contact is maintained by the Director of Public Relations with editors and others desiring to inform the general public, and with institutions interested in the development of radio in Canada, this constituting an increasingly important and necessary part of the service of the department. Since the national radio service is provided for the whole people of the country, it is a necessary function of the department to keep closely in touch with public sentiment concerning it and the department consults with other departments of the organization on matters affecting public sentiment. The director has frequent requests for information from public men and others especially interested.

The department handles a large volume of correspondence with newspapers and other publications and various organizations interested in national radio, organizations in the United States interested in the Canadian system, and with members of the general public. In this correspondence the department seeks to promote a correct understanding of what the national radio system is doing and endeavouring to achieve.

Program publicity is a special branch of the work of the department. It involves supplying the newspapers and a considerable number of specialized publications with general and detailed information about the Commission's broadcasting service including information on regular programs, special broadcasts, and artists engaged in the production of programs. The information supplied includes regular listings of Commission programs and necessary corrections in these listings. The listings are supplied to the newspapers in the form of a weekly printed program schedule, and corrections in these schedules, necessitated by changes in program arrangements, are sent out from time to time during the week. Pictures of artists and of other subjects appertaining to the Commission's service are also supplied the press. The usual practices of broadcasting organizations are followed in this connection. There is a constant demand from the daily press for publicity matter and information having to do with the program service, and as far as possible this demand is anticipated and met in advance.

## CANADIAN RADIO BROADCASTING COMMISSION

STATEMENT OF EXPENDITURES OF THE CANADIAN RADIO BROADCASTING COMMISSION FOR THE PERIOD  
FROM APRIL 1, 1933 TO DECEMBER 31, 1933

	Salaries		New Construction		Adminis- tration		Equip- ment		Rental and Leases		New Lines		Programs		Total	
	\$	cts.	\$	cts.	\$	cts.	\$	cts.	\$	cts.	\$	cts.	\$	cts.	\$	cts.
Halifax.....	300 00				608 04		95 00		4,050 00		44 70		3,840 70		8,938 44	
Moncton.....	3,240 00				1,454 53		177 02		710 00		151 00		140 00		5,872 55	
Montreal.....	7,988 92				3,684 78				3,370 55		475 53		85,907 35		101,427 13	
Ottawa C.R.C.O.....	10,826 75				1,427 70		5,120 97		2,322 05		284 49		7,972 02		27,953 68	
Toronto.....	22,132 40				7,149 26		8,223 79		10,430 00		3,256 05		74,383 40		125,574 60	
Vancouver.....	7,034 00				1,789 30		600 65		1,051 00		808 30		11,269 02		22,612 30	
Headquarters.....	50,055 29				36,944 10		31,544 22						135 00		118,678 61	
Regina.....	579 60				426 04										1,005 64	
New construction.....																
Ottawa.....			17,814 59												17,814 59	
Montreal.....			10,108 80												10,108 80	
Network expense.....					292 56				54,011 76		192,142 98		15,908 94		292,656 24	
	102,156 96		27,923 39		53,776 31		45,761 65		75,945 36		197,222 75		229,556 16		732,342 58	

Certified correct,

Signed G. M. SHAWER.

Representative of the Treasury, Department of Finance.

## LIST OF BROADCASTING STATIONS IN CANADA

Alphabetically by Call Letters

Corrected to November 15, 1933

## PRIVATE COMMERCIAL STATIONS

Call Sign	Name of Owner or Lessee and Address of Main Studio	Location of Station	Frequency in Kilocycles	Licensed Power in Watts
CFAC	The Calgary Herald, Southam Building, Calgary, Alta.	Calgary, Alta.	930	100
CFBO	C. A. Munro, Limited, Capital Theatre Bldg., Saint John, N.B.	Saint John, N.B.	1210	100
CFCF	Canadian Marconi Co., Mount Royal Hotel, Montreal, Que.	Montreal, Que.	600	500
CFCH	Northern Supplies Ltd., Capital Theatre Bldg., North Bay, Ont.	North Bay, Ont.	930	100
CFCN	W. W. Grant & H. G. Love, Toronto General Trusts Bldg., Calgary, Alta.	Near Strathmore, Alta.	1030	10,000
CFCO	John Beardall, William Pitt Hotel, Chatham, Ont.	Chatham, Ont.	600	50
CFCT	Victoria Broadcasting Assn., 1405 Douglas St., Victoria, B.C.	Victoria, B.C.	1450	50
CFCY	The Island Radio Broadcasting Co., Ltd., 143 Great George Street, Charlottetown, P.E.I.	Charlottetown, P.E.I.	630	500
CFJC	Review Publishing Co. Ltd., Connaught Road, Kamloops, B.C.	Kamloops, B.C.	1310	100
CFLC	Radio Assn., of Prescott, Victoria Hall, Prescott, Ont.	Prescott, Ont.	930	100
CFNB	Jas. S. Neill & Sons, Ltd., Queen Street, Fredericton, N.B.	Fredericton, N.B.	1030	500
CFPL	The London Free Press and Printing Co., Ltd., London, Ont.	London, Ont.	730	100
CFQC	The Electric Shop, Ltd., 216 First Avenue North, Saskatoon, Sask.	Saskatoon, Sask.	1230	500
CFRB	Rogers Majestic Corp., Ltd., 37 Bloor Street West, Toronto, Ont.	Twp. of King, Ont.	690	10,000
CFRC	Queen's University, Fleming Hall, Kingston, Ont.	Kingston, Ont.	1510	100



## CANADIAN RADIO BROADCASTING COMMISSION

PRIVATE COMMERCIAL STATIONS—*Continued*

Call Sign	Name of Owner or Lessee and Address of Main Studio	Location of Station	Frequency in Kilocycles	Licensed Power in Watts
CHAB	Moose Jaw Radio Assn., Grant Hall Hotel, Moose Jaw, Sask.	Moose Jaw, Sask.	1200	100
CHCK	W. E. Burke & J. A. Gesner, 36 Upper Hillboro St., Charlottetown, P.E.I.	Charlottetown, P.E.I.	1310	50
CHGS	R. T. Holman, Limited, Holman Building, Summerside, P.E.I.	Summerside, P.E.I.	1120	50
CHLP	La Patrie Publishing Co. Ltd Sun Life Building, Montreal, Que.	Montreal, Que.	1120	100
CHMA	Christian & Missionary Alliance, 98th Street and 107th Ave., Edmonton, Alta.	Edmonton, Alta.	580	250
CHML	Maple Leaf Radio Co., Ltd., 47 Main Street East, Hamilton, Ont.	Mount Hamilton, Ont.	1010	50
CHNC	Dr. Charles Houde, New Carlisle, Que.	New Carlisle, Que.	1210	100
CHNS	The Maritime Broadcasting Co., Ltd., Lord Nelson Hotel Halifax, N.S.	Halifax, N.S.	1050	500
CHPR	H. P. Robinson, Saint John, N.B.	Saint John, N.B.	1370	100
CHRC	C. H. R. C., Limited, Victoria Hotel, Quebec, Que.	Quebec, Que.	1600	100
CHWC	R. H. Williams & Sons, Ltd., Kitchener Hotel, Regina, Sask.	Near Pilot Butte, Sask.	1010	500
CHWK	Chilliwack Broadcasting Co., Ltd., Wellington Ave., Chilliwack, B.C.	Chilliwack, B.C.	780	100
CJAT	Trail Amateur Radio Assn., Trail, B.C.	Trail, B.C.	1200	50
CJCA	The Edmonton Journal, 10122-100A Street, Edmonton, Alta.	Oliver, Alta.	750	1,000
CJCB	N. Nathanson, 318 Charlotte St., Sydney, N.S.	Sydney, N.S.	880	50
CJCJ	The Albertan Publishing Co., Ltd., Calgary, Alta.	Calgary, Alta.	690	100
CJGX	The Winnipeg Grain Exchange, 188 Grain Exchange, Winnipeg, Man.	Yorkton, Sask.	650	500
CJKL	O. J. Thorpe & Branchaud, Kirkland Lake, Ont.	Kirkland Lake, Ont.	1510	100
CJLS	Laurie L. Smith, Yarmouth, N.S.	Yarmouth, N.S.	1510	100
CJOC	H. R. Carson, Ltd., Marquis Hotel, Lethbridge, Alta.	Lethbridge, Alta.	840	100

PRIVATE COMMERCIAL STATIONS—*Continued*

Call Sign	Name of Owner or Lessee and Address of Main Studio	Location of Station	Frequency in Kilocycles	Licensed Power in Watts
CJOR	G. C. Chandler, Hotel Grosvenor, 846 Howe Street, Vancouver, B.C.	Sea Island, B.C.	600	500
CJRC	Jas. Richardson & Sons, Ltd., Moose Jaw, Sask.	Middlechurch, Man.	1390	100
CJRM	Jas. Richardson & Sons, Ltd., Moose Jaw, Sask.	Belleplaine, Sask.	540	1,000
CKAC	La Presse Publishing Co., Ltd., 980 St. Catherine St., W., Montreal, Que.	Near St. Hyacinthe, Que.	730	5,000
CKBI	Prince Albert Radio Club, Prince Albert, Sask.	Prince Albert, Sask.	1210	100
CKCD	Vancouver Daily Province, 142 Hastings Street West, Vancouver, B.C.	Vancouver, B.C.	1010	100
CKCH	Dr. J. L. Chabot and G. Brodeur, and Aurèle Groulx, Standish Hall, Hotel Hull, Que.	Hull, Que.	1210	100
CKCK	Leader-Post Limited, 1853 Hamilton Street, Regina, Sask.	Regina, Sask.	1010	500
CKCL	Dominion Battery Co., Ltd., 444 University Ave., Toronto, Ont.	Toronto, Ont.	580	100
CKCO	Dr. G. M. Geldert, 272 Somerset Street West, Ottawa, Ont.	Boom Island, Ont.	1010	100
CKCR	Wm. C. Mitchell and G. Liddle, Waterloo, Ont.	Waterloo, Ont.	1510	100
CKCV	Vandry, Inc., 254 Avenue Marguerite-Bourgeois, Quebec, Que.	Quebec, Que.	1310	50
CKFC	United Church of Canada, Cor. Hemlock and 12th Ave., Vancouver, B.C.	Vancouver, B.C.	1410	50
CKGB	R. H. Thomson, Timmins, Ont.	Timmins, Ont.	1420	100
CKIC	Acadia University, Wolfville, N.S.	Wolfville, N.S.	1010	50
CKLW	Western Ontario Broadcasting Co., Ltd., Guaranty Trust Bldg., Windsor, Ont.	Sandwich South Twp., Essex County, Ont.	840	5,000
CKMC	R. L. MacAdam, Cobalt, Ont.	Cobalt, Ont.	1210	50
CKMO	Sprott-Shaw Radio Co., Room 1604, Bekins Bldg., Vancouver, B.C.	Vancouver, B.C.	1410	100
CKNC	Canadian National Carbon Co., Ltd., 805 Davenport Road, Toronto, Ont.	Toronto, Ont.	1030	100



## CANADIAN RADIO BROADCASTING COMMISSION

PRIVATE COMMERCIAL STATIONS—*Concluded*

Call Sign	Name of Owner or Lessee and Address of Main Studio	Location of Station	Frequency in Kilocycles	Transmit- ting Power in Watts
CKOC	Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg., Hamilton, Ont.	Fruitland, Ont.	1120	1,000 500
CKOV	J. W. B. Browne, Water St., and Mill Ave., Kelowna, B.C.	Kelowna, B.C.	1270	50
CKPC	Cyrus Dolph, Arcade Building, Brantford, Ont.	Brantford, Ont.	960	100
CKPR	Dougall Motor Co., Ltd., Royal Edward Hotel, Fort William, Ont.	537-12th Ave., Port Arthur, Ont.	780	50
CKTB	E. T. Sandell, The Welland House, St. Catharines, Ont.	Port Dalhousie, Ont.	1200	100
CKUA	University of Alberta, Edmonton, Alta.	Edmonton, Alta.	580	500
CKWX	Western Broadcasting Co., Ltd., 1220 Seymour Street, Vancouver, B.C.	Vancouver, B.C.	1010	100
CKX	Manitoba Telephone System, Brandon, Man.	Brandon, Man.	1450	500
CKY	Manitoba Telephone System, Winnipeg, Man.	Winnipeg, Man.	910	5,000
CRCM	Canadian Radio Broadcasting Commission, 1231 St. Catherine St., W., Montreal, Que.	Laprairie, Que.	910	5,000
CRCO	Canadian Radio Broadcasting Commission, Chateau Laurier Hotel, Ottawa, Ont.	Hawthorne, Ont.	880	1,000
CRCT	Canadian Radio Broadcasting Commission, 805 Davenport Road, Toronto, Ont.	Bowmanville, Ont.	960	5,000
CRCS	Canadian Radio Broadcasting Commission, Chicoutimi, Que.	Chicoutimi, Que.	1500	100
CRCV	Canadian Radio Broadcasting Commission, C.N.R. Station Building, Vancouver, B.C.	Lulu Island, B.C.	1100	1,000





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Canada. Canadian Radio Broadcasting  
Commission

ANNUAL REPORT  
OF THE  
CANADIAN  
RADIO BROADCASTING  
COMMISSION

FOR THE FISCAL YEAR ENDING MARCH 31, 1934

1933/34



OTTAWA  
J. O. PATENAUDE  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1934





ANNUAL REPORT  
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FOR THE FISCAL YEAR ENDING MARCH 31, 1934



OTTAWA  
J. O. PATENAUDE  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1934



*To His Excellency Captain the Right Honourable the Earl of Bessborough, P.C.,  
G.C.M.G., Governor General and Commander-in-Chief of the Dominion  
of Canada.*

MAY IT PLEASE YOUR EXCELLENCY:

The undersigned has the honour to lay before Your Excellency the accompanying Annual Report of the Canadian Radio Broadcasting Commission for the fiscal year ending March 31, 1934.

Respectfully submitted,

ALFRED DURANLEAU,  
*Minister of Marine.*

OTTAWA, October 15, 1934.

OTTAWA, October 15, 1934.

The Hon. ARTHUR DURANLEAU, P.C., K.C.,  
Minister of Marine,  
Ottawa.

SIR.—In compliance with the provisions of Section 18 of the Canadian Radio Broadcasting Act, 1932, I have the honour to submit herewith the Annual Report of the Canadian Radio Broadcasting Commission for the fiscal year ending March 31, 1934.

I have the honour to be,

Sir,

Yours respectfully

R. P. LANDRY,  
*Secretary.*

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CANADIAN  
RADIO BROADCASTING  
COMMISSION

*Chairman:* HECTOR CHARLESWORTH

*Vice-Chairman:* THOMAS MAHER

*Commissioner:* Lt.-Col. W. ARTHUR STEEL, M.C.

# REPORT OF THE COMMISSIONERS

## GENERAL REPORT

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### Introductory

The Canadian Radio Broadcasting Act, Chapter 51, 22-23 George V, assented to on May 26, 1932, provided for the constitution of a Commission to be known as the Canadian Radio Broadcasting Commission. The first Commissioners were appointed by the Governor General in Council in October, 1932, and the Commission undertook the administration of the Act, as a legal body, on January 18, 1933.

The powers of the Commission are specifically defined in sections 8 and 9 of the Canadian Radio Broadcasting Act, and the respective subsections, and may be summarized as follows: (1) to carry on the business of broadcasting in Canada, and (2) to regulate and control all broadcasting in Canada.

Although executive work at headquarters occupied most of the time of the Commissioners, a personal survey of radio conditions throughout Canada was made in order to obtain an intimate knowledge of actual conditions in every part of the country. Very careful consideration has been given to coverage and reception generally. It is fully recognized that coverage in Canada is at present far from adequate. Plans have been devised to provide the coverage required, but these plans can be put into effect only gradually, because they are dependent upon provision of the funds required for the establishment of the necessary high-power stations.

As the statutory provisions to be administered were entirely new and as the Commission had no framework on which to establish its operations, it was necessary to plan and develop a new and comprehensive organization and the first activities of the Commission were concentrated on this objective. At the same time it was necessary to survey and consider carefully the whole broadcasting situation in Canada. The extent and importance of this task can not be overestimated, involving as it did the development of an efficient headquarters organization, contracting for the lease of time and reserving time on a network of basic stations from coast to coast, leasing and organizing transmission wire facilities across Canada, selecting suitable talent and programs, and drafting rules and regulations for the control of broadcasting in Canada.

### REPORT OF MAJOR GLADSTONE MURRAY

Recognizing that the experience of the British Broadcasting Corporation might be of value to Canada in establishing a new system of national radio, the Prime Minister of Great Britain, early in the year, offered to the Right Hon. R. B. Bennett, Prime Minister of Canada, the co-operation and assistance of the British Broadcasting Corporation. As a result of this generous offer Major Gladstone Murray, Director of Public Relations of the British Broadcasting Corporation, came to Canada in April to survey the radio situation in this country, and to advise on matters of policy and procedure. Following his study from April to June Major Murray presented a comprehensive report on national radio in Canada. Major Murray's assistance and advice proved of much value to the Commission.

A review of progress made by the Commission in developing national and regional program schedules and a summary of measures taken to regulate and control broadcasting in Canada are given in the following pages. Reports of the activities of departments already established are also included.

A statement of expenditures for the fiscal year 1933-34 is appended.

A list of private commercial stations in Canada is also appended.

## BROADCASTING BY THE COMMISSION

### DEVELOPMENT OF BROADCASTING SCHEDULE

The appeal from all parts of Canada for immediate improvement in Canadian programs led the Commission to inaugurate as a temporary measure, during the first week of February, 1933, two hours of national broadcasting each week. A national program of one hour daily broadcasting was commenced in the first week in May. The daily schedule was increased in June by the addition of more regional programs. A daily half hour was added to the national network on July 1, and during this month regional programs for western stations were added. The total of national program time was increased in August to two hours daily. The development of regional programs was continued during September, and on October 1 a national half hour originating in Western Canada was added, so that at this date the total of national programs amounted to two and one-half hours daily. In the second week of October a special Sunday afternoon schedule of three hours national network programs was added, and was increased to four hours during the last week of that month. At the end of the year the Commission was broadcasting on a regular schedule of forty-eight hours each week. It is the intention of the Commission to extend this schedule as soon as sufficient revenue is available.

### STATIONS USING COMMISSION PROGRAMS

The Commission's broadcasting service had to be arranged largely by lease of facilities. Three stations and facilities located at Moncton, Ottawa, and Vancouver, with additional broadcasting quarters at Montreal and Halifax were acquired from the Canadian National Railways. Subsequently the Commission arranged for full broadcasting time on stations at Toronto, Montreal, and Chicoutimi; and towards the close of the year the Moncton station was closed because of its obsolete equipment. At the end of the year the Commission had control of full broadcasting time on the following stations: CRCS, Chicoutimi, Quebec; CRCM, Montreal, Quebec; CRCT, Toronto, Ontario; CRCO, Ottawa, Ontario; CRCV, Vancouver, British Columbia. The basic national network is comprised of these stations together with a selected list of stations at various centres across Canada on which specific time is reserved for national and regional programs. Commission programs were made available as well to certain other stations, not included in this basic national network, but the use of the programs remained optional with these stations.

### WIRE TRANSMISSION SERVICE

The broadcast of a program simultaneously on a network of widely separated stations requires that these stations must be connected by physical wire circuits. A program originating at any point is fed to all other stations over the wire circuits.

The need of a national network for the transmission of Commission programs resulted in the Canadian Pacific and Canadian National Telegraph Com-

panies combining facilities of both companies to provide the service required. Networks organized for use by, and leased to, the Commission are as follows:—

*Maritime Network* serving Nova Scotia, Prince Edward Island, and New Brunswick.

*Mideast Network* serving Ontario and Quebec.

*Central Network* serving Manitoba and Saskatchewan.

*Pacific Network* serving Alberta and British Columbia.

*Midwest Network* serving Manitoba, Saskatchewan, and Alberta.

*Eastern Network* which includes the Maritime and Mideast Networks.

*Western Network* which includes the Central, Midwest, and Pacific Networks.

*National Network* which includes all the above Networks and thus serves all points in Canada.

The National Network is designed to carry Canadian Radio Broadcasting Commission programs to all points in Canada, and consists of 5,898 miles of broadcast pairs, or a total of 11,796 miles of single wire. Sixty-four repeater and control stations are required to maintain the highest possible efficiency in transmission, and all such stations are connected by a telegraph monitor circuit involving an additional 5,898 miles of telegraph circuit.

## PROGRAMS

### MUSIC

The development of musical programs of a high standard has been a first consideration with the Commission. It was realized that programs used on the national network must be of a sufficiently high standard to represent the musical and cultural appreciation and attainment of Canadian people. There are in Canada many reputable instrumental and choral societies, particularly in the leading cities, that have achieved an admirable standard of efficiency. In the year under review, concerts have been presented on the national network by many orchestras and choral groups, and it has been the aim of the Commission to distribute the engagements so that as far as possible each part of the country would be represented. It might also be observed that up to the time the Commission was established a large proportion of these orchestras and choral groups did not have the opportunity to broadcast. Now, however, that a system of national radio has been definitely established there is a greater incentive for such organizations to concentrate on training for radio broadcasting.

Chamber music and band music have also been encouraged by the Commission and many excellent programs were presented during the past year. In fact, no form of musical expression has been neglected in the task of program building, but in the short time the Commission has been operating it was not possible to present as great a variety as will ultimately be included when the program schedule is gradually extended. The Commission endeavoured, nevertheless, to meet as far as possible in the circumstances the great diversity of preferences for different types of music. One of the most encouraging features of program building was the remarkable amount of efficient musical talent discovered. There are in Canada innumerable musical societies and individual artists, hitherto having only a *local* or limited reputation, and through the opportunity presented by national radio many of these societies and artists have already reached national, and even international fame.



The influence of national radio in encouraging and developing Canadian talent has thus been particularly effective, and it has also had admirable results in bringing the various centres of Canada close together in links of harmony.

#### EDUCATION

Careful consideration was given to the broadcast of educational talks, not only by eminent Canadians, but also by distinguished visitors from other lands, especially from Great Britain. Radio is one of the greatest educational influences in the present age, but radio talks must be specially prepared and arranged in a way that they will be interesting to the listener. Such talks must be short and effective; they must also be placed at a time on the program schedule when the listener is likely to be most receptive to such broadcasts. During the past year the Commission presented several series of addresses on important and interesting topics and co-operated with universities, national societies, and associations in presenting outstanding addresses under their respective auspices.

#### SPECIAL FEATURES

The inauguration of a system of national radio has presented a unique opportunity for the broadcast of special features of national and international importance. The Commission recognized the service it can render Canadian people through the broadcast of such events, and was constantly on watch during the year for events that it was thought were of unusual interest to people in Canada.

Outstanding among such events broadcast were the celebration of the 150th anniversary of the founding of Saint John, New Brunswick, by United Empire Loyalists; the arrival and reception of the Italian Air Armada at Shediac, N.B.; Harmsworth trophy race on Lake St. Clair; the National Balloon race; Institute of Pacific Relations at Banff—where speakers including delegates from Canada, Great Britain, United States, Japan, and China, were heard on the national network; the opening of the International Grain Exposition at Regina; the National Remembrance Day ceremony on Parliament Hill, Ottawa; and the funeral service at the graveside of the late Sir Arthur Currie. The broadcast of such events is a striking example of the service national radio can render to Canada.

#### NEWS BULLETINS AND WEATHER FORECASTS

It was recognized by the Commission that a large portion of the people of Canada in rural districts, more particularly in remote areas, did not receive daily news service of any kind. Through the co-operation of the Canadian Press, special daily news bulletins were broadcast for the benefit of such people. These bulletins were broadcast twice daily. As already stated, this service was intended for the hundreds of thousands of people who do not receive the daily or weekly newspapers for several days or weeks after they are published and obviously, is not of prime importance to those in urban centres, who receive the newspapers within several minutes after the time of publication.

Weather forecast bulletins prepared by the Meteorological Service of Canada, Department of Marine, were also broadcast daily on the national network. The broadcast of these bulletins was an invaluable aid to aviators, agriculturists, and others.

#### NORTHERN MESSENGER SERVICE

A service of broadcasting personal messages to Northern Canada, Labrador, and the Canadian Arctic archipelago, was commenced on Saturday, December 2, and was intended primarily to serve the following: (1) District agents, medical

officers, nurses, and other Government officials stationed in Northern Canada; (2) R.C.M. Police detachments in the Canadian mainland and Arctic archipelago; (3) Traders, trappers, settlers, miners, and missionaries throughout the Canadian Arctic and Sub-Arctic regions of Canada; (4) British Naval Detachment from H.M.S. *Challenger* at Nain, Labrador.

This special service was arranged so that headquarters officials, friends, and relatives of those serving in these districts might send them messages of greetings and cheer to lighten their arduous labours in this remote region.

#### EXCHANGE OF PROGRAMS

A most satisfactory system of exchange of programs was arranged with the National Broadcasting Company and the Columbia Broadcasting System in the United States. A reciprocal agreement was reached, whereby both these systems supplied the Commission with some of their best programs in exchange for Canadian programs presented by the Commission.

The advantage to Canada of this exchange of programs can not be overestimated. Canada now receives the very finest of United States programs, such as the Sunday afternoon concerts by the New York Philharmonic Orchestra, and the grand operas produced by the Metropolitan Opera Company. These are relayed by the Commission to Canadian stations through its leased facilities from coast to coast. The Canadian programs supplied to the above systems have been the subject of very favourable comment, not only by officials of these systems, but by innumerable listeners throughout the United States. It should be observed that by the broadcast of these Canadian programs on national networks in the United States, Canada is receiving very valuable publicity.

The Commission plans to arrange for the exchange of programs with Great Britain and other parts of the British Empire, as well as with various European countries, as soon as technical difficulties can be overcome. It is the aim of the Commission in this way to provide Canadian listeners with some of the best radio programs produced in other countries, and at some future date to present Canadian programs abroad that will worthily represent the intellectual and artistic development of this country.

#### BRITISH EMPIRE BROADCAST

The enormous success of the British Empire broadcast on Christmas day, 1932, resulted in a decision by the British Broadcasting Corporation to arrange a similar broadcast on Christmas day, 1933. The Canadian Radio Broadcasting Commission was invited by the British Broadcasting Corporation to arrange for the transmission of the broadcast in Canada. The details of the broadcast were to some extent different from the previous year, but the general scheme of exchange of greetings between each part of the Empire was followed and the broadcast was concluded by a message from His Majesty to the Empire from Sandringham. The broadcast was technically superior to that of the previous year and was received enthusiastically in all parts of Canada. Undoubtedly it had the very good effect of binding the tie between all parts of the British Empire.

#### SUMMARY

National radio has provided a medium of daily communication between the provinces that will have a gradually increasing influence in uniting Canadian people more closely in a spirit of national fraternity and common understanding. By the daily exchange of radio programs between East and West the geographical barrier of distance is being surmounted and in this way there



tends to be a disappearance of parochialism and the development of a vigorous national perspective. Obviously national radio is an effective instrument in nation building.

The significance of Canadian programs by Canadian artists being heard simultaneously throughout Canada daily, and the fact also that programs are being presented from leading centres in every part of Canada, is very impressive.

What was accomplished in 1933-34 is but the beginning of a system of national radio that will be of incalculable service to the people of this country.

## REGULATION AND CONTROL OF BROADCASTING IN CANADA

When the Commission was legally constituted immediate consideration was given to the inauguration of measures designed to regulate and control broadcasting in Canada. The powers of the Commission so far as this responsibility is concerned are defined in section 8 of the Canadian Radio Broadcasting Act, and by section 10 of the Act the Commission is empowered, with the approval of the Governor in Council, to make by-laws or regulations for the fulfilment of this object of the statute. Careful study was made by the Commissioners of broadcasting conditions in Canada and of the ideals that it was considered should be attained. With these considerations in view, the Commission drafted Rules and Regulations which, on the approval of the Governor in Council, came into effect on April 1, 1933. The scope and object of the regulations are defined in article 2, section 1, as follows:—

"These regulations are intended to ensure that all broadcast facilities in Canada whether privately or publicly owned, shall be so designed, installed and operated as to take advantage of the latest scientific developments and improvements in physical plant and the methods of operation of broadcast systems, so that the maximum service area will be obtained for each station, and the best possible service rendered to Canadian listeners."

The Canadian Radio Broadcasting Act requires that all applications for radio station licences must be made in writing to the Canadian Radio Broadcasting Commission. It is the prerogative of the Commission to recommend to the Minister of Marine the granting or refusal of any such application. During 1933-34 all station licences issued were recommended by the Commission, and before recommending the issue of such licences the Commission required that the broadcast facilities of all stations applying for licences should be satisfactory to the Commission. Efficient broadcast apparatus is absolutely essential in order to provide radio listeners with the best possible reception and coverage, and also to guard against interference between stations. The Act empowers the Commission to determine the location of stations in Canada, and also requires that permission for all chain broadcasts or "hook-ups" between privately owned stations must be obtained in advance from the Commission.

Engineering standards of equipment are outlined in the Rules and Regulations, as well as rules for the technical operation of broadcasting stations.

One of the more difficult problems the Commission had to consider was the broadcasting of advertisements of patent medicines. In order to establish effective control over such advertisements, the Commission had the cordial co-operation of the Department of National Health. Continuities for these advertisements must be submitted to the Commission in advance, and are forwarded to the Department of Health for careful examination. They are handled very carefully and speedily by the Department of National Health and are returned, through the Commission, to the sponsors with any necessary deletions. Through this procedure, Canadian radio listeners are protected from unsound or misleading advertisements of patent medicines.

The Commission endeavoured also to establish effective control over all speeches, announcements or references over radio that might be considered abusive or defamatory in relation to persons or Canadian institutions, and took drastic action on several occasions. The wisdom of this control is obvious in that it is necessary to protect, so far as possible, both persons and institutions from unwarranted attacks.

By section 91 of the Regulations "the Commission reserves the right to prohibit the broadcasting of any matter until the continuity or record or transcription or both have been submitted to the Commission for examination and have been approved by them." Its powers in this respect have been exercised so far as possible in a spirit of fair play towards all shades of opinion.

The following regulations provide for news broadcasts by the Commission:—

"(101) Canadian radio broadcasting stations shall not transmit any news or information of any kind published in any newspaper or obtained, collected, collated, or co-ordinated by any newspaper or association of newspapers or any news agency or service, except the following:—

"(a) Such news bulletins as are released regularly from the various bureaus of Canadian Press for the express use of broadcasting stations in Canada.

"(b) Local news under arrangements to be made by each station individually with its local newspaper or newspapers, or such news as it may collect through its own employees or through such collection agency or agencies as may be employed by the said stations.

"(c) Newspapers broadcasting false or misleading news shall be prohibited from further broadcasting unless extenuating circumstances can be shown.

"(102) The broadcasting of editorial opinions of a controversial nature is prohibited."

The Commission has taken effective action to control broadcasting in Canada, and although the Rules and Regulations promulgated have been in effect only one year, there has been a definite improvement in the broadcasting situation in Canada and abuses have been reduced to a minimum, if not completely eliminated.

## PROGRAM DEPARTMENT

The first report of the Program Department necessarily covers a field vast in both scope and detail. Progress made during the year is outlined in as brief a manner, however, as is considered commensurate with the many and varied phases of the activities of the Department.

In practically every city in which broadcasting apparatus is located artists displaying a high standard of ability have participated in the many programs transmitted over the Commission networks. Reports received from qualified critics justify the assumption that these programs compared favourably with the achievements in other countries. The originality and creative ability of Canadian artists have been most significant factors in the entertainment provided by the Commission for the people of Canada. It has been amply demonstrated that Canada has the necessary talent to provide an adequately diversified program service and it is most gratifying to point out that this talent is to be found not only in the larger metropolitan centres but also in smaller cities and towns throughout the Dominion.

At the close of the year the Commission was broadcasting on a regular schedule of forty-eight hours per week, and giving employment to approximately eight hundred Canadian artists every seven days. More than three thousand English and French programs have been presented since the inception of the Commission. Programs ranging from symphony concerts and grand opera to those of the lighter and humorous types were broadcast to the entire Dominion. Over fifteen hundred of these varied programs were released on the Commission's national network during the year ending March 31, 1934. The regional networks of the East and West contributed over two thousand programs, ranging from fine orchestral and choral concerts to those of eminent instrumental and vocal artists.

The Program Department faced a tremendous task in organizing programs. Auditions were given in many large centres and suitable talent was selected to fill the immediate requirements of a diversified program schedule. Many excellent artists have not yet been given the opportunity of broadcasting over the Commission networks but undoubtedly as new programs are arranged they too will be included.

The exchange of programs between the Canadian Radio Broadcasting Commission and the two outstanding broadcasting systems of the United States proved most beneficial and satisfactory not only from the viewpoint of the excellent entertainment which they provided but also from the standpoint of publicity. Through this exchange system, listeners in the United States had the opportunity of hearing some of Canada's finest talent presented from nearly every section of Canada, and Canadian listeners had the privilege of receiving from the American networks, relayed over the facilities of the Commission, such excellent programs as those of the Metropolitan Opera Company, the New York Philharmonic Orchestra, and other equally outstanding concerts originating in the United States.

The Commission released to the American networks during the year over fifty concerts from various centres in Canada. In exchange, the two American networks and the British Broadcasting Corporation supplied seventy broadcasts, covering not only the finest of music, but events of international interest and importance for use on the Canadian Radio Commission's national network.

### *Symphonic Concerts*

Concerts by some of the leading Canadian symphony orchestras were broadcast during the period under survey. Over forty-five symphony concerts, of which at least two-thirds were of Canadian origin, were presented during the year. The response to these concerts was most gratifying and satisfactory.

In addition to the symphonic programs, eight hundred and seventy other lighter orchestral concerts were broadcast by Canadian musicians from coast to coast. The Commission has endeavoured to co-operate with established orchestras and to give them an opportunity to be heard throughout the entire Dominion.

### *Opera*

Productions by the Metropolitan Opera Company were relayed from a United States network to the Canadian network. The Commission also presented operettas performed by its own French and English light opera groups. Over thirty of these concerts were given during the year and included the works of such well-known composers as Sullivan, Lecoq, Victor Herbert, Planquette and Messenger. Many of the most delightful of the lighter French operettas were featured on alternate Sunday nights. The national network also released over twenty-nine concerts of operatic selections, both in English and in French.

The operatic concerts were received enthusiastically and show indication of still further appreciation for the coming season.

### *Chamber Music*

Concerts of chamber music by well-known Canadian string quartets were presented during the year, totalling more than twenty and included works from both classic and modern repertoires.

### *Choral Music*

During the year the Commission presented a series of concerts by choral societies throughout the country. A considerable amount of interest was shown by east and west in the performances of these various groups as the entire series was broadcast on the national network. The series embraced practically every type of choral work and gave many of these groups their first opportunity of being heard by choral critics in all part of the Dominion. From the viewpoint of promoting and encouraging choral work, and from an entertainment as well as an educational standpoint, this series proved most successful.

### *Drama*

There was a considerable increase in the last year in the number of plays written especially for radio presentation. The Commission has encouraged Canadian dramatists in this field of art, and of the many manuscripts received during the year, a considerable number indicated fine imagination and originality. The creation of radio plays is a new and fertile field for writers and many Canadians are recognizing the opportunity thus presented.

During the year radio dramas were released both on the Eastern and Western networks, as well as the National network. Several stage plays were successfully adapted to radio use and the Commission's dramatic groups have devoted considerable time and effort to the further development of the art of the presentation of radio drama. Plans are now being made for a more extensive development of this particular phase of the broadcasting field.

### *Education*

Many educational addresses were broadcast on the National, Eastern and Western regional networks, on a variety of interesting subjects. These included educational talks for children. Many eminent educationists from various Cana-



dian universities were introduced, also prominent speakers who gave addresses under the auspices of associations and societies, including the National Council of Education and the Young Men's Canadian Club of Montreal. A series of lectures was given by professors from Canadian universities and by representatives of the Professional Institute of the Civil Service. Stories relating to Italian folk lore and early Canadian life, book reviews, comments on world news events, greetings from mayors of Canadian cities, and speeches from many important public dinners and functions were broadcast also during the year. Speakers included many distinguished Canadians and guests from other countries.

### *Recitals*

Instrumental and vocal recitals by eminent Canadians who have established national reputations were given during the year, making it possible for Canadian people to fully appreciate the splendid achievements of many talented Canadians. The recitals also proved worthwhile from an educational viewpoint and served as an excellent example to ambitious and talented young artists.

### *Bands*

Concerts by leading military bands throughout Canada were broadcast. In this series practically every city in Canada was represented. One of these concerts was released regularly to one of the American networks and correspondence received from listeners indicated that this concert was listened to with an unusual degree of pleasure in the United States as well as in Canada.

### *Children's Programs*

Special programs for children were broadcast on the regional networks. An effort was made to design the programs so that they would be both entertaining and educational. The topics were interspersed with music and covered such subjects as true stories of early settlers and Indians, safety talks and others. Over thirty of these programs were presented exclusively for children. Many favourable comments were received from adult listeners stating that these programs were both bright and instructive and particularly expressed appreciation of the type of programs arranged for the younger members of the family.

### *Organ Music*

A number of organ recitals of both classical and popular music have been broadcast over the Commission's regional networks. The pipe organ has been appreciated by music lovers all through the ages and its importance in broadcasting, both as a solo instrument and as a supplement to orchestral units, has gained steadily. To-day no program schedule would seem complete without a fair proportion of organ music being included and this phase was amply provided for in the arrangement of the Commission's program service.

### *Special Events*

In addition to its regular entertainment service, the Canadian Radio Commission broadcast throughout Canada and the United States a number of special events in which keen interest was evinced. The outstanding events of the year were the message of His Majesty broadcast to the British Empire on Christmas Day; the United Empire Loyalists Sesqui Centennial Anniversary from Saint John, N.B.; the arrival and reception of the Italian Air Armada in Shediac, N.B.; the arrival of the Italian Air Armada at Montreal; the arrival of Wiley Post, world flier, at Edmonton; the opening of the World Grain Exhibition and Conference at Regina; the ceremonies at the opening of Riding Mountain National Park; the Institute of Pacific Relations Conference from Banff; the Harmsworth Trophy races from Detroit; the Commonwealth Relations Conference from Toronto; the epic story of the adventures of the international balloonists

from Sudbury and Quebec; a special "Radio Progress" broadcast dedicated to the father of radio—Signor Marconi; the National Remembrance Day ceremony on Parliament Hill, Ottawa; the funeral service at the graveside of Sir Arthur Currie; Christmas Eve in Old Quebec; the Bells from the Church of the Nativity in Bethlehem; the International Broadcast from Germany of the Benedictine Monks Choir. In addition to the above the following features were relayed to Canada by the British Broadcasting Corporation: the opening of the World Economic Conference, London; the address by the Prime Minister from London during attendance at the Economic Conference; the special broadcast of speeches at the Dominion Day banquet in London; and Big Ben striking the hour of midnight in London. A total of over thirty outstanding events was broadcast during the year and many of these were relayed either to or from foreign countries.

### *Dance Music*

The Commission broadcast at regular schedule hours during the year over three hundred and fifty programs of dance music, both old and modern.

### *Variety and Comedy*

The light entertainment section provided over three hundred and sixty-five concerts and over fifty of a humorous type: "All-star" variety programs were given, introducing many new radio artists discovered in Canada. Experiments were made in methods of presentation and a continual search was maintained for original material. The work of the Program Department revealed a considerable number of program builders with fresh and distinctive ideas which in the main were genuinely Canadian.

Several Canadian humorists were presented before the Commission's microphones, introducing a type of spontaneous wit that received pleasurable response from listeners, and it is to be noted that these humorists introduced something new in radio comedy. New entertainers were discovered from time to time and were included on these variety programs in an effort to give listeners as wide and diversified a type of entertainment as could be found.

### *Novelty Entertainment*

Over one hundred and twenty-five novelty programs were presented during the year and included in these were such groups as an Argentine orchestra with soloists, a Russian Gypsy orchestra with soloists, a German band, also a novelty mandolin orchestra under the direction of a fifteen-year-old boy. This mandolin orchestra was composed of five children from one family. They were discovered by the Commission's Program Department and produced a type of music that could scarcely be duplicated anywhere on this continent.

### *News and Weather Bulletins*

News bulletins were broadcast twice daily, once over each regional network and once over the national network, giving late news of the day's happenings. Comments received indicate that these proved most enjoyable and invaluable to persons living in sections of Canada where the prompt reception of news by other means is often delayed and sometimes impossible. The broadcasting of news flashes was given in co-operation with the Canadian Press, the news bulletins being forwarded directly to the broadcasting stations from the Canadian Press bureaus at various points in Canada.

Weather forecast bulletins were broadcast each night on the national network. This information was received directly from the Meteorological Service of Canada in Toronto, Ontario, and Victoria, British Columbia, and proved of great value to farmers, settlers, and particularly to aviators. Over eleven hundred of these news and weather bulletins were broadcast during the year.



### *Northern Messenger Service*

A service to those inhabiting Canada's "far north" was commenced on December 2. Every Saturday night news of the outside world, as well as personal messages, were broadcast by both long and short wave to missionaries, explorers, trappers, and members of the Royal Canadian Mounted Police. Thousands of letters were received from friends and relatives expressing gratitude to the Commission for the inauguration of this service.

### *Sports*

In the field of sports, the Program Department interested itself only in events of national and international importance. The World Series baseball finals were broadcast over the national network. A word picture of the running of the English Derby was given on the national network, this feature being picked up and relayed to the Canadian network by the British Broadcasting Corporation. A graphic description of the Harmsworth Trophy speedboat races was also relayed over the national network of the Commission.

### *Exchange*

Exchange programs between the Canadian Radio Commission and the two American networks not only included the outstanding programs of the Canadian and American broadcasting systems but a series released by one of the American networks for simultaneous distribution in both countries that was dedicated each night to one province of the Dominion, and a brief talk stressed the natural resources, the scenic attractions and the industrial assets to be found in the province referred to. These programs were undoubtedly of great value to these provinces and served as an excellent publicity medium for Canada as a whole.

The response from American listeners to Canadian programs was most gratifying and several interesting editorials were published in leading American newspapers commenting on the high quality of the Canadian Radio Commission's presentations.

### *Conclusion.*

In less than one year's actual operation Canadian radio, under the guidance of the Canadian Radio Broadcasting Commission, attained the high cultural and entertainment standard outlined above. Canadian radio artists in each field, from the classics to the more popular type of music, have been greatly encouraged. The program schedules were arranged in such a manner that practically every city had an opportunity of contributing at least one program each week to the entire Dominion. Aspiring artists were auditioned by the Program Department; no one was refused the opportunity of being heard, and all Canadian Radio Commission artists were engaged solely on their ability to please the Canadian radio audience.

Given the necessary monetary resources and a continuance of the sympathetic support of Canadian radio listeners, which has been evidenced in countless communications from all parts of the country, greater strides can be made toward the ultimate two-fold objective—that of providing pleasing and cultural radio entertainment for listeners and of assisting the development of the wealth of artistry inherent in all races moulded together in this great Dominion.

## ENGINEERING ACTIVITIES OF THE COMMISSION

During the year 1933-34 the attention of the Commission was largely taken up with general administrative work, but some thought has been given to the creation of an engineering department to supervise the operation of the stations owned or leased by the Commission, and to assist privately owned stations in Canada that are not in a position to maintain an extensive engineering staff.

The organization of the engineering department of the Commission has been divided into four basic groups:—

(1) Headquarters engineering staff, whose duty it is to supervise all engineering work for the Commission, and to maintain complete records regarding all broadcasting stations in Canada.

(2) A frequency standardization section to assist stations in maintaining their proper channels.

(3) A field survey section to study the operation of broadcasting stations and to advise regarding the proper locations for transmitters in order to improve reception conditions generally.

(4) An engineering staff for the operation of the stations owned and leased by the Commission.

These departments all report directly to the third Commissioner, who acts in the capacity of chief engineer for the Commission.

### NEW CONSTRUCTION

During the past year the Commission has undertaken new construction in Ottawa and Montreal only. In Ottawa it was necessary to move the transmitter to a point outside the city and to construct a new building with towers and antenna system. While this work was being done, the power of the transmitter was increased to 1,000 watts. This work was all carried out under the direction of the Commission engineers. The new station has been in operation now for about five months, and the results are very satisfactory. The range of the station has been definitely increased, and a much better service is now given throughout the entire Ottawa valley. In addition, interference conditions within Ottawa have greatly improved.

In Montreal the studio facilities have been greatly improved by the rearrangement of equipment and the construction of two additional studios with necessary office accommodation. These studios are acoustically correct, and have given excellent service during the past six months.

The stations at Toronto and Vancouver have been brought up to date by the addition of precision frequency control equipment, so that these stations maintain their frequencies well within the limits specified for general use in Canada.

Special recording apparatus, of the Marconi-Stille type, has been installed at Ottawa for the purpose of recording important events for rebroadcasting in Canada at a later date. The first important use of this equipment was on Christmas Day, when the early morning Empire program was recorded and rebroadcast at night for the benefit of those who were not able to listen to the earlier transmission.

At present the engineering department is carrying on a study of wire line transmission facilities in Canada in order to improve the service being given by the Commission to all stations carrying the Commission programs. In this work the Commission has the assistance and co-operation of all wire line agencies in Canada.

#### FREQUENCY CONTROL

The Broadcasting Commission has undertaken the installation and operation of a frequency monitoring station in Ottawa. This station is intended to serve as a primary standard of frequency for measurements within the broadcast band. A very small staff is employed in this connection, but their work is of great importance to all broadcasting stations throughout the country.

As the work of the Commission develops, additional checking stations will be established in the Maritimes and in the West.

#### FIELD SURVEYS

The field survey section is in charge of an engineer with wide experience in the broadcast field, and comprises both field operators and an efficient office staff. Portable equipment has been secured and the section is equipped to make acoustical measurements in studios, efficiency runs on transmitters, field strength surveys and station coverage and investigations of the quality of the transmission from any station or over any section of the wire line network. This section has already been very useful in improving the coverage of stations in Eastern Canada, and it is the intention of the Commission to make this service available to all parts of the country.

#### SECRETARY'S DEPARTMENT

The functions of the Secretary's Department include not only responsibility for secretarial work of the Commission but also, under the direction of the Commissioners, administrative control and direction over the work and clerical employees of the Commission. This department is responsible also for the custody of papers and all documents and the maintenance of records, as well as the promulgation of regulations and orders. All general correspondence, as well as a considerable amount of specialized correspondence, was handled by this department.

A central registry system was organized during the year, and a staff assigned to handle the recording and filing of correspondence and other documents.

The nucleus of a general staff office was also organized.

## PUBLIC RELATIONS AND PUBLICITY

The responsibilities and functions of this department, which is in charge of the Director of Public Relations, are very extensive. The public demand for information regarding national radio and the policies, activities and aims of the Commission is continuous and efforts to meet it are directed along various lines. Information of this character is supplied constantly to the daily newspapers as well as to magazines and other periodicals. Articles dealing with the Commission and with national radio are prepared and supplied upon request, and requests for such have become steadily more numerous in recent months, this being indicative of an increasingly sympathetic interest in the work of the Commission. Writers are supplied with information as a basis for their own articles on the subject. Personal contact is maintained by the Director of Public Relations with editors and others desiring to inform the general public, and with institutions interested in the development of radio in Canada, this constituting an increasingly important and necessary part of the service of the department. Since the national radio service is provided for the whole people of the country, it is a necessary function of the department to keep closely in touch with public sentiment concerning it and the department consults with other departments of the organization on matters affecting public sentiment. The director has frequent requests for information from public men and others especially interested.

The department handles a large volume of correspondence with newspapers and other publications and various organizations interested in national radio, organizations in the United States interested in the Canadian system, and with members of the general public. In this correspondence the department seeks to promote a correct understanding of what the national radio system is doing and endeavouring to achieve.

Program publicity is a special branch of the work of the department. It involves supplying the newspapers and a considerable number of specialized publications with general and detailed information about the Commission's broadcasting service, including information on regular programs, special broadcasts, and artists engaged in the production of programs. The information supplied includes regular listings of Commission programs and necessary corrections in these listings. The listings are supplied to the newspapers in the form of a weekly printed program schedule, and corrections in these schedules, necessitated by changes in program arrangements, are sent out from time to time during the week. Pictures of artists and of other subjects appertaining to the Commission's service are also supplied the press. The usual practices of broadcasting organizations are followed in this connection. There is a constant demand from the daily press for publicity matter and information having to do with the program service, and as far as possible this demand is anticipated and met in advance.



STATEMENT OF EXPENDITURES OF THE CANADIAN RADIO BROADCASTING COMMISSION FOR THE FISCAL  
YEAR 1933-34

—	Salaries		Adminis- tration		New Construc- tion		Rentals and Leases		Equipment		Operation of Stations		Wire Lines		Programs		Total	
	\$	cts.	\$	cts.	\$	cts.	\$	cts.	\$	cts.	\$	cts.	\$	cts.	\$	cts.	\$	cts.
Halifax.....	856	07	841	35	.....	.....	6,150	00	318	83	1,589	41	.....	.....	6,259	41	16,015	07
Moncton.....	3,240	00	343	10	.....	.....	700	00	217	02	2,900	24	151	00	283	00	7,834	36
Montreal.....	10,114	42	3,849	10	11,237	55	13,152	28	2,860	85	14,167	74	1,391	08	121,230	88	178,033	90
Ottawa-CRGO.....	14,843	00	992	29	44,451	89	2,900	00	7,150	57	8,293	94	1,186	13	12,432	44	92,250	26
Toronto.....	15,585	72	2,601	37	.....	.....	13,650	00	14,911	20	20,061	60	2,088	67	102,481	24	171,379	80
Vancouver.....	8,743	50	860	51	.....	.....	1,151	00	789	00	6,958	12	1,258	73	19,683	55	39,444	41
Headquarters.....	74,759	89	50,440	94	.....	.....	.....	.....	15,066	92	.....	.....	.....	.....	.....	.....	140,267	75
Regina.....	1,497	60	1,686	97	.....	.....	.....	.....	.....	.....	308	58	.....	.....	9,686	75	13,179	90
Network expense.....	.....	.....	.....	.....	.....	.....	103,392	91	.....	.....	.....	.....	294,823	40	71,969	88	470,186	19
	129,670	20	61,615	63	55,689	44	141,096	19	41,314	39	54,279	63	300,899	01	344,027	15	1,128,591	64

Certified correct,

(Signed) G. M. SHAVER,

*Representative of the Treasury, Department of Finance.*

## LIST OF BROADCASTING STATIONS IN CANADA

Alphabetically by Call Letters

Corrected to September 1, 1934

## PRIVATE COMMERCIAL STATIONS

Call Sign	Name of Owner and Address of Main Studio	Location of Station	Frequency in Kilocycles	Licensed Power in Watts
CFAC	The Calgary Herald, Southam Building, Calgary, Alta.	Calgary, Alta.	930	100
CFCT	Canadian Marconi Co., Ltd., Mount Royal Hotel, Montreal, Que.	Montreal, Que.	600	500
CFCH	Northern Supplies Ltd., Capitol Theatre Bldg., North Bay, Ont.	North Bay, Ont.	930	100
CFCN	W. W. Grant & H. G. Love, Toronto General Trusts Bldg., Calgary, Alta.	Strathmore, Alta.	1030	10,000
CFCO	John Beardall, William Pitt Hotel, Chatham, Ont.	Chatham, Ont.	600	100
CFCT	Victoria Broadcasting Assn., 620 View Street, Victoria, B.C.	Victoria, B.C.	1450	50
CFCY	The Island Radio Broadcasting Co., Ltd. 143 Great George Street, Charlottetown, P.E.I.	Charlottetown, P.E.I.	630	500
CFJC	Review Publishing Co., Ltd., Wilcox-Hall Bldg., Kamloops, B.C.	Kamloops, B.C.	880	100
CFLC	Radio Assn. of Prescott, Victoria Hall, Prescott, Ont.	Prescott, Ont.	930	100
CFNB	Jas. S. Neill & Sons, Ltd., York Street, Fredericton, N.B.	Fredericton, N.B.	550	500
CFPL	The London Free Press and Printing Co., Ltd., Richmond Street, London, Ont.	London, Ont.	730	100
CFQC	The Electric Shop, Ltd., 216 First Ave. North, Saskatoon, Sask.	Saskatoon, Sask.	840	1,000
CFRB	Rogers-Majestic Corp., Ltd., 37 Floor Street West, Toronto, Ont.	Twp. of King, Ont.	690	10,000
CFRC	Queen's University, Fleming Hall, Kingston, Ont.	Kingston, Ont.	1510	100
CFTP	Taylor & Pearson, Ltd., Birks Bldg., Edmonton, Alta.	Edmonton, Alta.	1260	100
CHAB	Moose Jaw Radio Assn., Grant Hall Hotel, Moose Jaw, Sask.	Moose Jaw, Sask.	1200	100



## PRIVATE COMMERCIAL STATIONS—Continued

Call Sign	Name of Owner and Address of Main Studio	Location of Station	Frequency in Kilocycles	Licensed Power in Watts
CHCK	W. E. Burke & J. A. Gesner, 36 Upper Hillsboro Street, Charlottetown, P.E.I.	Charlottetown, P.E.I.	1310	50
CHGS	R. T. Holman, Limited, Holman Building, 190 Water Street, Summerside, P.E.I.	Summerside, P.E.I.	1500	50
CHLP	La Patrie Publishing Co., Ltd., Sun Life Building, Montreal, Que.	Montreal, Que.	1120	100
CHML	Maple Leaf Radio Co., Ltd., 47 Main Street East, Hamilton, Ont.	Mount Hamilton, Ont.	1010	50
CHNC	The Gaspesian Radio Broadcasting Co., Ltd., New Carlisle, Que.	New Carlisle, Que.	1210	100
CHNS	The Maritime Broadcasting Co., Ltd., Lord Nelson Hotel, Halifax, N.S.	Halifax, N.S.	930	500
CHRC	C.H.R.C., Ltd., Victoria Hotel, Quebec, P.Q.	Quebec, P.Q.	580	100
CHSJ	New Brunswick Broadcasting Co., Ltd., Admiral Beatty Hotel, Saint John, N.B.	Saint John, N.B.	1120	100
CHWC	R. H. Williams & Sons, Ltd., Kitchener Hotel, Regina, Sask.	Pilot Butte, Sask.	1010	500
CHWK	Chilliwack Broadcasting Co., Ltd., Wellington Avenue, Chilliwack, B.C.	Chilliwack, B.C.	780	100
CJAT	Kootenay Broadcasting Co., Ltd., Trail, B.C.	Trail, B.C.	910	250
CJCA	The Edmonton Journal, 10122 100A Street, Edmonton, Alta.	Oliver, Alta.	730	500
CJCB	N. Nathanson, 318 Charlotte St., Sydney, N.S.	Sydney, N.S.	1240	1,000
CJCJ	The Albertan Publishing Co., Ltd., New Albertan Bldg., Calgary, Alta.	Calgary, Alta.	690	100
CJGX	Dawson Richardson Publications, Ltd 188 Grain Exchange Bldg., Winnipeg, Man.	Yorkton, Sask.	630	500
CJIC	J. G. Hyland & J. C. Whitby, 72 Pine Street, Sault Ste. Marie, Ont.	Sault Ste. Marie, Ont.	890	100
CJKL	O. J. Thorpe, Kirkland Lake, Ont.	Kirkland Lake, Ont.	1310	100
CJLS	Laurie L. Smith, Grand Hotel, Yarmouth, N.S.	Yarmouth, N. S.	1310	100
CJOC	H. R. Carson Limited, Marquis Hotel, Lethbridge, Alta.	Lethbridge, Alta.	1230	100

## PRIVATE COMMERCIAL STATIONS—Continued

Call Sign	Name of Owner and Address of Main Studio	Location of Station	Frequency in Kilocycles	Licensed Power in Watts
CJOR	G. C. Chandler, Hotel Grosvenor, 846 Howe Street, Vancouver, B.C.	Sea Island, B.C.	600	500
CJRC	Jas. Richardson & Sons, Ltd., 157 Royal Alexandra Hotel, Winnipeg, Man.	Middlechurch, Man.	1390	100
CJRM	Jas. Richardson & Sons, Ltd., 311 Main Street North, Moose Jaw, Sask.	Belleplaine, Sask.	540	1,000
CJRO	Jas. Richardson & Sons, Ltd., 157 Royal Alexandra Hotel, Winnipeg, Man.	Middlechurch, Man.	6150	2,000
CJRX	Jas. Richardson & Sons, Ltd., 157 Royal Alexandra Hotel, Winnipeg, Man.	Middlechurch, Man.	11720	2,000
CKAC	La Presse Publishing Co., Ltd., 980 St. Catherine Street West, Montreal, Que.	St. Hyacinthe, Que.	730	5,000
CKBI	Prince Albert Radio Club, Canada Building, Central Avenue, Prince Albert, Sask.	Prince Albert, Sask.	1210	100
CKCD	Vancouver Daily Province, 142 Hastings Street West, Vancouver, B.C.	Vancouver, B.C.	1010	100
CKCH	C.K.C.H. Radio Broadcasting Co. of Hull, Ltd., Standish Hall Hotel, Hull, Que.	Hull Que.	1210	100
CKCK	Leader-Post Limited, 1853 Hamilton Street, Regina, Sask.	Regina, Sask.	1010	500
CKCL	Dominion Battery Co., Ltd., 444 University Avenue, Toronto, Ont.	Toronto, Ont.	580	100
CKCO	Dr. G. M. Geldert, 272 Somerset Street West, Ottawa, Ont.	Boom Island, Que.	1010	100
CKCR	Wm. C. Mitchell & G. Liddle, 24 King Street South, Waterloo, Ont.	Waterloo, Ont.	1510	100
CKCV	Vandry, Inc., 254 Avenue Marguerite-Bourgeois, Quebec, P.Q.	Quebec, P.Q.	1310	50
CKCW	Moncton Broadcasting Co., Ltd., Moncton, N.B.	Moncton, N.B.	1370	100
CKFC	United Church of Canada, Cor. Hemlock and 12th Avenue, Vancouver, B.C.	Vancouver, B.C.	1410	50
CKGB	R. H. Thomson, Press Bldg., Timmins, Ont.	Timmins, Ont.	1420	100
CKIC	Acadia University, Wolfville, N.S.	Wolfville, N.S.	1010	50
CKLW	Western Ontario Broadcasting Co., Ltd., Guaranty Trust Bldg., Windsor, Ont.	Sandwich South Tp., Essex County, Ont.	1030	5,000

PRIVATE COMMERCIAL STATIONS—*Concluded*

Call Sign	Name of Owner and Address of Main Studio	Location of Station	Frequency in Kilocycles	Licensed Power in Watts
CKMC	R. L. MacAdam, Cobalt, Ont.	Cobalt, Ont.	1210	50
CKMO	Sprott-Shaw Radio Co., Room 1604, Bekins Bldg., Vancouver, B.C.	Vancouver, B.C.	1410	100
CKNC	Canadian National Carbon Co., Ltd., 805 Davenport Road, Toronto, Ont.	Toronto, Ont.	1420	100
CKOC	Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg., Hamilton, Ont.	Fruitland, Ont.	1120	1,000 D 500 N
CKOV	Okanagan Broadcasters, Ltd., Water St. and Mill Ave., Kelowna, B.C.	Kelowna, B.C.	630	100
CKPC	The Telephone City Broadcast, Ltd., Arcade Building, Brantford, Ont.	Brantford, Ont.	930	100
CKPR	Dougall Motor Car Co., Ltd., Royal Edward Hotel, Fort William, Ont.	537 12th Avenue, Port Arthur, Ont.	930	50
CKTB	E. T. Sandell, The Welland House, King Street, St. Catharines, Ont.	Port Dalhousie, Ont.	1200	100
CKUA	University of Alberta, Edmonton, Alta.	Edmonton, Alta.	580	500
CKWX	Western Broadcasting Co., Ltd., Hotel Georgia, 801 George Street West, Vancouver, B.C.	Vancouver, B.C.	1010	100
CKX	Manitoba Telephone System, Rosser Ave., Brandon, Man.	Brandon, Man.	1450	500
CKY	Manitoba Telephone System, Sherbrooke Street, Winnipeg, Man.	Winnipeg, Man.	960	15,000
CRCK	Canadian Radio Broadcasting Com- mission, Chateau Frontenac Hotel, Quebec, Que.	Charlesbourg, Que.	1050	1,000
CRCM	Canadian Radio Broadcasting Commission, 1231 St. Catherine Street West, Montreal, Que.	La Prairie, Que.	910	5,000
CRCO	Canadian Radio Broadcasting Commission, Chateau Laurier Hotel, Ottawa, Ont.	Hawthorne, Ont.	880	1,000
CRCT	Canadian Radio Broadcasting Commission, 805 Davenport Road, Toronto, Ont.	Bowmanville, Ont.	840	5,000
CRCS	Canadian Radio Broadcasting Commission, Chicoutimi, Que.	Chicoutimi, Que.	950	100
CRCV	Canadian Radio Broadcasting Commission, C.N.R. Station Bldg., Vancouver, B.C.	Lulu Island, B.C.	1100	1,000





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Canada Canadian Radio  
Commission

ANNUAL REPORT  
OF THE  
CANADIAN  
RADIO BROADCASTING  
COMMISSION

FOR THE FISCAL YEAR ENDED MARCH 31, 1935

1934/35

FEB 28 1936



OTTAWA  
J. O. PATENAUDE, I.S.O.  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1936



ANNUAL REPORT  
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OTTAWA  
J. O. PATENAUDE, I.S.O.  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1936



*To His Excellency the Right Honourable Lord Tweedsmuir, G.C.M.G., C.H.,  
Governor General and Commander-in-Chief of the Dominion of Canada.*

MAY IT PLEASE YOUR EXCELLENCY:

The undersigned has the honour to lay before Your Excellency the accompanying Annual Report of the Canadian Radio Broadcasting Commission for the fiscal year ended March 31, 1935.

Respectfully submitted,

C. D. HOWE

*Minister of Marine.*

OTTAWA, December 30, 1935.



OTTAWA, December 30, 1935.

The Hon. C. D. HOWE, P.C.,  
Minister of Marine,  
Ottawa.

SIR.—In compliance with the provisions of Section 18 of the Canadian Radio Broadcasting Act, 1932, I have the honour to submit herewith the Annual Report of the Canadian Radio Broadcasting Commission for the fiscal year ended March 31, 1935.

I have the honour to be,

Sir,

Yours respectfully,

R. P. LANDRY,  
*Secretary.*

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**CANADIAN  
RADIO BROADCASTING  
COMMISSION**

*Chairman:* HECTOR CHARLESWORTH

*Vice-Chairman:* J. N. CARTIER

*Commissioner:* Lt.-Col. W. ARTHUR STEEL, M.C.

# REPORT OF THE COMMISSIONERS

## GENERAL REPORT

### BROADCAST SERVICE

The Commission continued in 1934-35 the comprehensive planning of the national broadcasting system for which the framework was established in 1933. The initial plan necessitated the co-ordination of existing facilities in arranging the national and regional networks, and during the past year improvements were made wherever possible in order to obtain maximum service from the present facilities. New stations were established at Quebec city, and Windsor, Ontario, to provide coverage for Commission programs in these districts. Including these two new stations, the Commission has control of full time on seven stations and leases time on selected privately owned stations to complete the basic national and regional networks. At the end of the year Commission programs were available on the following stations<sup>1</sup>:—

EASTERN NETWORK			Kilo-			Kilo-
Station	City	cycles	Station	City		cycles
CJCB	Sydney, N.S.....	1240	CFCH	North Bay, Ont.....		930
CHNS*	Halifax, N.S.....	930	CKPR*	Fort William, Ont.....		930
CFCY*	Charlottetown, P.E.I.....	630	WESTERN NETWORK			
CHGS	Summerside, P.E.I.....	1450				
CKCW	Moncton, N.B.....	1370	CKY*	Winnipeg, Man.....		960
CFNB*	Fredericton, N.B.....	550	CJRC	Winnipeg, Man.....		1390
CHSJ*	Saint John, N.B.....	1120	CJRO*	Winnipeg, Man.....		6150
CHNC*	New Carlisle, P.Q.....	1210	CJRX*	Winnipeg, Man.....		11720
CRCS*	Chicoutimi, P.Q.....	950	CKX	Brandon, Man.....		1120
CRCK*	Quebec, P.Q.....	1050	CJGX	Yorkton, Sask.....		630
CHRC	Quebec, P.Q.....	580	CHWC*	Regina, Sask.....		1010
CKCV	Quebec, P.Q.....	1310	CKCK*	Regina, Sask.....		1010
CRCM*	Montreal, P.Q.....	910	CJRM	Moose Jaw, Sask.....		540
CFCF	Montreal, P.Q.....	600	CHAB	Moose Jaw, Sask.....		1200
CHLP	Montreal, P.Q.....	1120	CFQC*	Saskatoon, Sask.....		840
CKCH	Hull, P.Q.....	1210	CKBI	Prince Albert, Sask.....		1210
CRCO*	Ottawa, Ont.....	880	CFAC*	Calgary, Alta.....		930
CKCO	Ottawa, Ont.....	1010	CJCJ*	Calgary, Alta.....		690
CRCT*	Toronto, Ont.....	840	CJCA*	Edmonton, Alta.....		730
CKNO*	Toronto, Ont.....	1420	CFRN	Edmonton, Alta.....		1260
CKCL	Toronto, Ont.....	580	CJOC*	Lethbridge, Alta.....		1230
CKOC	Hamilton, Ont.....	1120	CJAT	Trail, B.C.....		910
CHML	Hamilton, Ont.....	1010	CKOV	Kelowna, B.C.....		630
CKTB	St. Catharines, Ont.....	1200	CFJC	Kamloops, B.C.....		880
CKPC	Brantford, Ont.....	930	CHWK	Chilliwack, B.C.....		780
CFPL*	London, Ont.....	730	CRCV*	Vancouver, B.C.....		1100
CFCO	Chatham, Ont.....	1050	CKWX	Vancouver, B.C.....		1010
CRCW*	Windsor, Ont.....	600	CKMO	Vancouver, B.C.....		1410

Attention was directed early in the year to the attainment of greater efficiency in the operation of broadcast and transmission services, and technical studies so conducted have resulted in very considerable improvement in the

<sup>1</sup> The asterisk indicates basic stations. The use of Commission programs by the other stations is optional. In districts where more than one station uses Commission programs, the daily schedule designates the station to which each program is available.

quality of Commission broadcasts. A standard routine has been established in directing program traffic, and in network broadcasts both station and wire line services are operated with minute precision. Owing to the geographical extent of Canada and the long mileage between points of program origination precise engineering operation is of particular importance.

#### INCREASE IN LISTENERS

The Commission observes that there has been an increase between 1932 and 1935 of 213,977 private licensed receiving sets in Canada. The Radio Branch, Department of Marine, reported 598,358 licensed receiving sets on March 31, 1932, and 812,335 on March 31, 1935. In comparison with March 31, 1934, there was an increase at the end of March, 1935, of 104,710 licensed sets. Allowing an average of four listeners each receiving set there were at the end of this fiscal year 3,249,340 listeners in Canada, an increase of 855,916 listeners since 1932. On the same basis there was an increase of 418,840 listeners between March 31, 1934, and March 31, 1935. It is to be noted that almost 50 per cent of the increase in the number of licensed receiving sets occurred in the fiscal year 1934-35, after the national broadcasting system was fairly established by the Commission.

#### COVERAGE

Although the Commission considers that the maximum efficiency has been achieved with the broadcast facilities at present available, it is recognized that certain areas are not served by the Commission network. The need for higher power stations strategically located is even greater than heretofore recognized. It is impracticable, however, for the Commission to provide such high power stations from the present parliamentary appropriation.

#### WIRE LINE NETWORK SERVICE

The map accompanying this report shows both the time zones in Canada and the wire line facilities available for network broadcasting by the Commission. The following subdivisions of this network, corresponding exactly to the time zones marked on the map, are regularly used for program service:—

*Maritime Network*—Atlantic Time—Edmundston, N.B., to Sydney, N.S.

*Mid-East Network*—Eastern Time—Winnipeg, Man., to Edmundston, N.B.

*Mid-West Network*—Central and Mountain Time—Winnipeg, Man., to Calgary, Alta.

*British Columbia Network*—Pacific Time—Calgary, Alta., to Vancouver, B.C.

Various combinations of these basic subdivisions are employed, the main ones being as follows:—

*Eastern Network*—Atlantic and Eastern Time—comprising Ontario, Quebec, New Brunswick, Nova Scotia, and Prince Edward Island.

*Western Network*—Central, Mountain, and Pacific Times—including Manitoba, Saskatchewan, Alberta, and British Columbia.

*National Network*—Atlantic, Eastern, Central, Mountain, and Pacific Times—Sydney, N.S., to Vancouver, B.C.

Any of the program origination points used by the Commission may be connected to this network, or to any section of it, no matter where they are located, from Sydney in the East to Vancouver in the West.

This network is provided by the combined facilities of the Canadian National and Canadian Pacific Telegraph Companies, with auxiliary service in British Columbia, Ontario, and the Maritimes from the British Columbia Telephone Company, the Timiskaming and Northern Ontario Railway, the New Brunswick Telephone Company, the Maritime Telegraph and Telephone Company, and the Island Telephone Company in Prince Edward Island.

#### TIME ZONES

The different time zones in Canada present a difficult problem inasmuch as it is impracticable to reach the majority of listeners in every province during a long period in the evening in each zone. The Commission has established a National Hour, however, each evening between nine o'clock and ten o'clock Eastern Standard Time during which time national programs are broadcast regularly. National programs are broadcast also at other periods, but the National Hour is considered the time when the maximum number of listeners is reached throughout Canada. For the convenience of listeners, the regional network broadcasting schedules are staggered to suit local time commencing at 6.30 p.m., E.S.T., in the Maritime Provinces and ending at 1 a.m., E.S.T., in British Columbia. On a map issued as an appendix to this report, the time zones are illustrated graphically with an accompanying explanatory note.

Time zones present a further difficulty in broadcasting British programs. The Commission has wire line facilities only during the evening hours, and during the greater part of this time there are no British broadcasts. In so far as the difference in time is concerned, therefore, the practicable solution seems to be in recording British Broadcasting Corporation programs for presentation at a convenient time on the Commission network provided that authority for such reproduction can be obtained from the Artists' Association in England. For the purpose of receiving overseas programs for rebroadcast in Canada, the Commission has established near Ottawa a completely equipped short wave receiving station.

#### COPYRIGHT

Copyright in musical works and dramatic reproductions is a problem of concern to the Commission. The rights of authors and composers as protected by legislation are unquestioned, the problem centering on the amount of royalties, fees, or other charges, for the use of such works by the Commission for broadcast purposes. During the year a group of privately owned stations in Canada submitted a petition, with the support of the Commission, to the Secretary of State for an inquiry into the broadcasting tariff in Canada, and by P.C. 738, dated March 22, 1935, a Commissioner was appointed under Part I of the Inquiries Act to conduct an investigation.

#### CO-OPERATION WITH GOVERNMENT DEPARTMENTS

During the past year the Commission co-operated extensively with departments of the Dominion Government in connexion with special services to Canadian listeners. Chief among these were the following:—

The supervision of patent medicine advertising by the Department of Pen-sions and National Health.

A series of talks by the Dominion Department of Agriculture entitled "Romance and Dividends in Agriculture."



The Conversion Loan by the Department of Finance.

Information concerning Christmas mails from the Post Office Department.

The Dominion Bureau of Statistics series entitled "A Fact a Day about Canada."

The Department of Fisheries series of talks on "Studies of British Columbia Fish."

The Meteorological Service of Canada, Department of Marine, supplying a daily service of weather forecasts.

Publicity programs for Canadian Travel Bureau, Department of Railways and Canals, and for the Parks Branch, Department of the Interior.

#### BROADCASTING STATIONS

A list of private commercial broadcasting stations in Canada accompanies this report.

#### EXPENDITURES

The total expenditures of the Commission in the fiscal year 1934-35 were \$1,391,923.41. The total revenue was \$1,396,000, including \$1,250,000 voted by Parliament, and \$146,000 net commercial revenue. The excess of revenue over expenditures was \$1,921.38.

A tabulated statement of expenditures is appended, together with a statement of receipts and expenditures.

#### CHANGE IN PERSONNEL OF COMMISSION

Mr. Thomas Maher, Vice-Chairman, resigned on September 1, 1934, and was replaced at the end of November, 1934, by Mr. J. N. Cartier.

#### PROGRAMS

The Commission broadcast during the year 7,200 programs. Approximately 7,000 of these programs were Commission productions originating from forty-two broadcasting centres in Canada, while the balance of 200 programs were exchange features.

##### *Symphony Concerts*

Through the courtesy of the Columbia Broadcasting System the magnificent concerts of the New York Philharmonic Society were presented to Canadian listeners over the Commission national network during the winter season of 1934-35. That these Sunday afternoon concerts by the foremost symphony orchestra in the world were appreciated by listeners throughout Canada is evident in the vast number of appreciative letters received. The significance of these broadcasts is particularly striking by the response from listeners in rural areas who never have the opportunity to attend the actual performance of major musical productions.

Concerts by the Boston Symphony Orchestra, the Cleveland Symphony Orchestra, and the Chicago Symphony Orchestra were also broadcast by the Commission through the courtesy of the National Broadcasting Company.

Little symphony concerts by Canadian orchestras were broadcast regularly over the Commission network. Concerts by one of these orchestras supplied on an exchange basis to a major chain in the United States won high approbation from listeners in that country.

### *Chamber Music*

Programs of chamber music of high quality were broadcast at regular intervals throughout the year from several Canadian cities.

### *Choral Music*

Concerts by many established and reputable choirs at different broadcasting centres in Canada were presented. The standard in choral music attained by the majority of choirs heard on the national network represents a splendid achievement in Canada in this form of musical expression. By further experience in broadcasting technique, and with more suitable studio accommodation in certain centres, the quality of such broadcasts can be still further improved.

### *Recitals*

Many recitals by distinguished Canadian musicians and vocalists were given during the year. The importance of encouragement to Canadian artists of promise and ability cannot be over-estimated.

### *Military Bands*

Leading military bands in Canada participated in a series of band concerts presented by the Commission.

### *Organ Music*

One hundred and seventy-four recitals of organ music by distinguished executants were presented chiefly on the regional networks.

### *Dance Music*

Five hundred and sixty-four programs of modern dance music, and one hundred and twenty programs of old-time dance music, were presented during the year.

### *Variety and Comedy*

The widespread and popular demand for light entertainment was met by the production and presentation of almost twelve hundred variety programs, and three hundred and forty programs of a humorous type. The aim in these broadcasts was to produce programs based on original ideas and of a standard that would appeal to the popular taste. The comedy sketches represented types of humour distinctively Canadian.

### *Novelty*

Three hundred and ninety-seven novelty programs were broadcast during the year, including many strikingly unusual combinations of musical instruments. These novelty features, planned by the Program Department, proved highly successful and were indicative of possibilities in the production of further programs of this special type.

### *Drama*

The broadcast of plays was given special consideration. These broadcasts were confined to professional productions under the direction of experienced directors of established reputation. A noteworthy feature was the broadcast of plays by Canadian authors. The opportunity so offered by the Commission stimulated interest in the writing of radio plays by Canadian writers and a very large number of manuscripts was received. Those selected represented marked creative ability and observance of the necessity for ready adaptation to radio presentation.

### *Talks*

Talks on subjects of general and timely interest were presented in co-operation with the following institutions, societies, and clubs: Canadian universities; League of Nations Society of Canada; National Council of Education; Young Men's Canadian Club of Montreal; Canadian Teacher's Federation; Federation of Ontario Naturalists; Canadian Federation of Youth; Quebec Zoological Society; Ontario Horticultural Association; Canadian Red Cross Society. Talks on many of the subjects were given in French simultaneously on the French network.

There was also a series of talks on world news events by distinguished Canadian editors.

Regular series of talks were given on Events of Canadian Interest by Dr. H. L. Stewart, Dalhousie University; weekly book review, by Prof. J. F. Macdonald, University of Toronto, on the Eastern network; and weekly book review by Prof. W. T. Allison, Manitoba University, on the Western network.

### *University Debates*

An interesting and successful series of inter-university debates, arranged by the Radio Committee of Canadian Universities, was broadcast by the Commission in 1934. The series was arranged in four sections as follows: 1, Quebec and the Maritime Provinces; 2, Ontario and Quebec; 3, Ontario; 4, Manitoba, Alberta, Saskatchewan and British Columbia.

Owing to the importance of the debates the Commission decided to donate a Dominion Challenge Shield to be awarded to the winning team in the Dominion finals, and separate shields for award to the winners of the respective sections. In the semi-finals in 1934 the following universities were represented: McGill University, Laval University, University of Western Ontario, and University of Manitoba. Laval University and the University of Manitoba were represented in the finals and the Laval team was declared the winner by the judges. In 1935 the finalists were teams representing Ottawa University and the University of Toronto and the judges awarded the decision to the Ottawa University team.

### *Children's Programs*

A series of programs designed to interest children was broadcast during part of the year. It is the intention of the Commission to establish eventually regular periods of children's programs on the regional networks.

### *News and Weather Bulletins*

Through the courtesy of the Canadian Press the broadcasting of evening news bulletins was continued in 1934-35. Three of these bulletins were transmitted daily by the Commission. At 6.30 p.m., E.S.T., a despatch supplied by the Halifax office of the Canadian Press, was sent over the Maritime network. At 7.30 p.m., E.S.T., a bulletin in French was broadcast from Montreal to the French network; and at 10.45 p.m., E.S.T., the Commission broadcast from Toronto to the National network a résumé of the day's news. The French bulletins and the late despatch from Toronto were supplied to the Commission a few minutes before broadcast time by the Toronto office of the Canadian Press.

The Commission also acknowledges the co-operation of the Meteorological Service of Canada, Department of Marine, in supplying daily weather forecasts for broadcast on the National network, and of the Dominion Bureau of statistics in supplying a daily Fact about Canada.

### *Stock Market Quotations*

Special stock market quotations were broadcast daily, except Sunday, at 5.45 p.m., E.S.T., from Toronto and Montreal. The Toronto report, supplied by the Toronto Stock Exchange, is transmitted over the Eastern network. The Montreal report received from the Montreal Stock Exchange and the Montreal Curb was broadcast on the French network only.

### *Special Events*

The value of national radio to Canada so strikingly manifest in the regularity of the Commission's broadcast schedule, and the simultaneous service to listeners throughout Canada, is further emphasized by the broadcast of outstanding events of national, Empire, or international importance. In such events there is widespread and common interest on the part of Canadian people, and a broadcast which simultaneously brings them into intimate touch with the event is accordingly a major unifying influence.

The Christmas Day message of His Majesty the King, reaching listeners in Canada and throughout the Empire, was the chief event broadcast in Canada during the year. The broadcast of the ceremonies at the opening of Parliament on the 17th of January, 1935, was also of particular significance and was the first occasion on which such a broadcast had been arranged on a national network in Canada.

The following were the special events broadcast during the year: Empire Christmas Day broadcast, with a message from His Majesty King George V, arranged by the British Broadcasting Corporation; Dominion Day broadcast presented by the Commission for distribution to the Empire; ceremonies at the opening of the 17th session of the Parliament of Canada; ceremonies on the occasion of the wedding of the Duke of Kent and the Princess Marina of Greece; New Year's message from the Prime Minister, Right Honourable R. B. Bennett; National Remembrance Day program, under the auspices of the Canadian Legion of the British Empire Service League; Third Centenary of the founding of Three Rivers, Quebec; Commemoration program on the 20th anniversary of the declaration of war by Great Britain; ceremonies at the unveiling of a cairn by the Historic Sites and Monument Board of Canada at Charlottetown, P.E.I., to commemorate the landing of Jacques Cartier on Canadian soil; ceremonies at the unveiling of a stone cross at Gaspé, P.Q., to commemorate Jacques Cartier's arrival on the Gaspé shore; memorial service for the late King Alexander of Yugoslavia, broadcast from the Russian Cathedral of St. Peter and St. Paul in Montreal; national tribute of farewell to General Evangeline Booth of the Salvation Army; address by the Right Honourable Ramsay MacDonald, Prime Minister of Great Britain; address by His Excellency the Earl of Bessborough, Governor General of Canada, speaking on behalf of the King George V Jubilee Cancer Fund of Canada. The Commission also co-operated with the Toronto Centennial Committee, 1934.

### *Northern Messenger Service*

This service, so successfully inaugurated in 1933, was continued in 1934-35. Each Saturday night between 11 and 12 o'clock E.S.T., from November 3, 1934, to May 11, 1935, personal messages were broadcast to those serving in Northern Canada and Labrador. As stated in the previous annual report, the service is intended chiefly to serve the following: District agents, medical officers, nurses, and other Government officials stationed in Northern Canada; Royal Canadian Mounted Police detachments in the Canadian mainland and Arctic archipelago; and traders, trappers, settlers, miners, and missionaries throughout the Canadian Arctic and Sub-Arctic regions.



During the 1934-35 season, 2,854 messages were handled, an average of 100 messages per evening; this traffic going to 230 different places in Northern Canada, all out of direct touch with civilization. On the Saturday before Christmas, 1934, 359 messages were sent to 117 different places and on the corresponding broadcast in 1935, 493 messages were transmitted to 131 places.

Reports are now being received from the north covering the reception of these messages during the past year. Major D. L. McKeand, officer in charge Eastern Arctic Patrol, upon his return from the Arctic in September, 1935, reports that of all the messages sent to the Eastern Arctic, well over half were correctly received. This result is very satisfactory when it is considered that at many points in the north there were no receiving sets and at others the sets were not in a working condition.

Messages are regularly received by the Commission for transmission to the north from a large number of widely separated places in Canada, Newfoundland, United States, England, Scotland, and Wales. During the past year messages have also been received from Japan, New Zealand, and several countries in Europe.

### *Exchange*

Although difficulties referred to elsewhere have remained an obstacle to the introduction of a regular exchange service with the British Broadcasting Corporation, the Commission has continued to act in close co-operation with the British Broadcasting Corporation in the broadcast of Empire programs. At the request of the B.B.C., the Commission produced a special Dominion Day program for relay throughout the Empire, and at the conclusion of the broadcast most enthusiastic messages of praise were received from Sir John Reith, Director-General, and other officials of the B.B.C.

The highly satisfactory reciprocal exchange arrangements with the National Broadcasting Company, and the Columbia Broadcasting System, in the United States were extended further in the year under review. The Commission acknowledges with gratitude the courtesy of both these broadcasting systems in making available some of their finest sustaining programs for presentation on the Commission national network. In return the Commission supplied selected programs several times each week for relay throughout the United States. The international goodwill created by these exchange programs is unquestionably invaluable to both countries.

## **REGULATION AND CONTROL OF BROADCASTING**

Careful attention has been given by the Commission to the control and regulation of broadcasting in Canada. The object of section 8 of the Canadian Radio Broadcasting Act, and of the regulations made thereunder approved by the Governor General in Council, is to improve the quality of broadcasting in Canada and to prevent abuses so that the best possible service may be provided to Canadian listeners. The control of station engineering facilities is essential so that standards of efficiency may be observed in operation and is further necessary in order to eliminate interference between stations. This is equally in the interest of the station management and of listeners.

The control of programs presented many intricate problems but in all decisions the Commission has been careful to protect the interests of listeners. From the public service viewpoint the interests of listeners is paramount. The Commission, by virtue of its statutory authority, is determined to prevent the exploitation of Canadian listeners and is constantly on watch for abuses that cannot be tolerated.

## PATENT MEDICINES

Reference was made in the Annual Report for the fiscal year ended March 31, 1934, to the co-operation between the Commission and the Department of Pensions and National Health in examining continuities for the advertisement of patent medicines. The Act respecting Proprietary or Patent Medicines, and the Food and Drugs Act, both of which are administered by the Department of Pensions and National Health, and regulations promulgated thereunder, prohibit the use of false, misleading, or exaggerated claims in advertising patent medicines and foods registered for sale in Canada under authority of this legislation. The Commission has co-operated with the Department of National Health in the administration of these statutes so far as radio advertising is concerned, and early in 1933 instructed the managers of all broadcasting stations in Canada to forward to the Commission headquarters all continuities designed for the purpose of advertising patent medicines. The continuities are then forwarded to the Department of National Health for inspection and deletion of objectionable claims or references. At the end of March, 1935, continuities for 171 different patent medicines had been submitted for censoring. Unquestionably this effective co-operation between the Commission and the Department of Pensions and National Health has guarded many thousands of Canadian listeners from the influence of highly exaggerated and misleading claims of the medicinal and curative properties of various patent medicine products.

As a further effort to extend the supervision of such continuities, Inspectors of Food and Drugs, Department of Pensions and National Health, have been authorized as officers under section 94 of the Rules and Regulations of the Commission for the inspection of continuities of commercial programs and announcements originating at Canadian stations.

## MINING BROADCASTS

With the object of restricting the fraudulent advertisement of mining prospects and properties, the following instruction was issued to managers of all broadcasting stations in Canada on the 24th of October, 1934:—

"In view of public complaints the Canadian Radio Broadcasting Commission has decided that all broadcasts relating to the mining industry in any of its forms shall be confined exclusively to market quotations giving the value of shares from day to day or week to week as the case may be. All commentaries as to the prospects of individual mining properties or the alleged resources which lie back of them and all efforts of any kind to advertise such shares by means of radio broadcasting are hereby forbidden. This order shall go into effect immediately on the receipt of this communication."

(Signed) HECTOR CHARLESWORTH,

*Chairman.*

On March 23, 1935, this order was extended to include oil and natural gas promotions and oil "royalty" propositions.

The Commission sees no objection to the broadcast of market quotations relating to the mining industry, but is emphatically determined to serve the public interest by prohibiting the use of radio in Canada to advertise or to influence the sale of shares in any doubtful enterprise.

## RESTRICTIONS ON EXTENT OF ADVERTISING

Section 8 (b) of the Canadian Radio Broadcasting Act, Chapter 51, 22-23 George V, provides that:—

"The Commission shall determine the proportion of time that is to be devoted by any station to national and local programs respectively and the proportion of advertising that is to be authorized, which shall not unless by permission of the Commission, exceed five per cent of any program period, and may prescribe the character of such advertising."



When the rules and regulations of the Commission were promulgated in April, 1933, the statutory authority thus vested in the Commission was recognized by the inclusion of Regulation No. 99 as follows:—

"Except where special permission has been given by the Commission, the amount of advertising matter of all kinds contained in programs broadcast from Canadian stations shall not exceed 5 per cent of the time of any program period for example—in a quarter hour program, forty-five seconds only may be given up to advertising matter."

Strict instructions have been issued to advertisers and station managers to observe this statutory provision. Any violations observed by the Commission were promptly dealt with.

#### RECORDS AND ELECTRICAL TRANSCRIPTIONS

Special instructions were issued by the Commission during the year to all Canadian stations limiting the use of records and electrical transcriptions. Although there is no restriction on the use of records and electrical transcriptions during the daytime, it is the policy of the Commission to require the use of live talent during the evening period, thus providing employment for Canadian musicians and artists.

#### ENGINEERING ACTIVITIES OF THE COMMISSION

The Canadian Radio Commission now operates a total of seven broadcast transmitting stations in Canada. These are located at the following points:—

City	Province	Power
Chicoutimi . . . .	Quebec . . . . .	100 watts
Quebec . . . . .	Quebec . . . . .	1,000 watts
Montreal . . . . .	Quebec . . . . .	5,000 watts
Toronto . . . . .	Ontario . . . . .	5,000 watts
Ottawa . . . . .	Ontario . . . . .	1,000 watts
Windsor . . . . .	Ontario . . . . .	1,000 watts
Vancouver . . . .	British Columbia . . . . .	1,000 watts

The stations at Quebec and Windsor are entirely new, and have been added to the network during the present fiscal year.

The Commission operates studios at all of the points mentioned above, and in addition has in commission a large studio at Halifax from which most of the maritime network productions are broadcast.

During the present fiscal year the engineering activities of the Commission have been carried out under the basic organization outlined in the last annual report.

#### *Station Improvements*

The studios operated by the Commission in Toronto were modernized by the installation of new control equipment and by the provision of suitable acoustical treatment, where required.

At Quebec a station of 1,000 watts power was installed during the year. The transmitter for this station is located at Charlesbourg and the studios in the Chateau Frontenac in Quebec city.

In Windsor, Ontario, the Commission co-operated with the Western Ontario Broadcasting Company to provide a new 1,000-watt Commission outlet in this area. The transmitter provided by the Commission was accommodated in an existing building, studios being provided by the company.

On account of the demand for the rebroadcasting in Canada of overseas programs, the Commission undertook the construction of a shortwave receiving station near Ottawa. This station was completed in March of this year and programs from England and other European countries are now regularly received and broadcast over the Commission's network.

During the past year the engineering staff of the Commission has assisted many private stations in Canada in connexion with the design of new studios and in the improvement, acoustically, of existing studio facilities.

### *Frequency Control*

In order to maintain the efficient operation of all broadcasting stations in Canada, the Commission has extended its monitoring service by the provision of a station at Strathburn, Ontario. The stations at Ottawa and Strathburn maintain a monitoring service day and night, in order to insure that all broadcast transmitters adhere closely to their assigned channels and generally conform to the technical requirements of this Commission. Monthly reports covering the operation of each station measured are prepared and sent out to the stations by the Commission. This service has been of great use, both to the stations themselves and to the listeners in clearing up unnecessary interference. This service is now given to all broadcast stations from Winnipeg to the Atlantic coast. In order to extend this service to all stations in Canada, the Commission plans to install a third monitoring station in the western provinces.

### *Field Surveys*

During the past year the Commission completed a preliminary survey of broadcast coverage in Canada, extending from Halifax in the east to Vancouver in the west. The information so obtained provides data from which the Commission may complete its plans for broadcast coverage in areas not now properly served by Canadian stations.

The field survey division has carried out a large number of surveys in order to select suitable locations for privately-owned transmitters. In practically every case where a power increase has been granted, the Commission has made a field survey in order to locate the most suitable site for the new transmitter. This service has been given without charge to all station owners as part of the Commission's service to broadcast listeners.

During the year a complete survey of the wire line network was made between Toronto and the Pacific coast. This work was carried out with the assistance and co-operation of all wire line agencies in Canada, and has resulted in a decided improvement in the broadcast network generally. Plans are now being prepared to make a similar survey throughout Eastern Canada.

### *Control of Broadcasting*

During the year the Commission has made steady progress in the application of the technical regulations approved by Privy Council on April 1, 1933. On that date there were a total of sixty-one broadcasting stations in operation in Canada, of which only twelve fulfilled the requirements of the regulations in every respect. At the present time there are fifty-two stations in Canada which meet all the technical requirements of the Commission. This is an increase of forty stations over the preceding year. This number includes eleven new stations and twenty-nine stations which have been completely modernized in order to provide improved broadcast reception for listeners.

*International Co-operation in Broadcasting*

During the past year the Commission has been constantly in touch with other North American countries in an effort to reduce interference, and to improve the facilities available in Canada. This has resulted in Canada obtaining the use of four shared channels which were not previously available for use in this country.

During the latter part of September, 1934, interference between CRF Toronto, and WLW, Cincinnati, became very severe, and thousands of complaints were received by the Commission from listeners in Ontario and the east. The Commission immediately took up this question, through the Canadian Legation, with the Federal Communications Commission at Washington, and succeeding in obtaining an order whereby the Cincinnati station was required to take the necessary steps to eliminate this interference. Station WLW complied with this order in February, 1935, completely clearing the interference on the Canadian channel.



The Inter-University Radio Debates Trophies, presented by the Canadian Radio Commission for annual competition between Canadian Universities.





One of the main wire line control points in Canada.



Master Control Room. The Canadian Radio Commission Studios, Toronto, Ontario.

## ANNUAL REPORT, 1934-35

19

## STATEMENT OF EXPENDITURES OF THE CANADIAN RADIO BROADCASTING COMMISSION FOR THE FISCAL YEAR 1934-35

	Salaries	Adminis- tration	Operation of Stations	New Construc- tion	Technical Apparatus		Station Network		Programs	Total
					\$	cts.	Leases Time	Wire Lines		
CHICOUTIMI.....		458 48	793 02		563 31		11,240 50	229 13	1,427 59	14,712 03
HALIFAX.....	2,970 00	2,019 38	3,571 75		31 79		6,890 64		13,571 88	29,055 44
HEADQUARTERS...	96,507 44	47,036 20	1,216 62		4,113 81			189 92		149,063 99
MONTCTON.....		1,307 97	368 61						621 84	2,298 42
MONTREAL.....	12,049 50	4,683 04	11,731 57	6,328 00	718 10		25,610 20	5,406 44	142,702 45	209,229 30
OTTAWA CIRCO....	15,761 61	2,443 67	17,113 80	1,605 23	2,208 48			1,348 04	16,869 64	57,350 47
QUEBEC.....	111 50	1,729 05	3,106 59	15,102 88	133 64		12,597 67	454 57	18,966 18	52,202 08
TORONTO.....	15,305 29	5,480 12	18,072 54	11,966 85	1,246 60		12,000 00	7,314 90	102,689 46	174,075 76
VANCOUVER.....	9,235 00	1,030 47	4,166 31	50 34	1 20			919 71	18,828 31	34,231 34
REGINA.....	3,700 00	4,020 75	1,349 53				5,980 00		15,207 05	30,257 33
WINDSOR.....	188 16	249 22	483 53	3,864 75			1,981 19	37 00	2,146 50	8,950 35
NETWORK EX- PENSE.....		332 21	957 44	35,770 52	10,259 55		169,399 47	317,042 37	99,735 34	633,496 90
TOTAL.....	155,828 50	70,790 56	62,931 31	74,688 57	19,276 48		245,699 67	332,942 08	432,766 24	1,394,923 41

Certified correct,

W. R. MORTIMER,

*Accountant, Canadian Radio Broadcasting Commission.*

Certified correct,

G. M. SHAYER,

*Representative of the Treasury, Department of Finance.*



## CANADIAN RADIO BROADCASTING COMMISSION

## STATEMENT OF RECEIPTS AND EXPENDITURES, FISCAL YEAR 1934-35

RECEIPTS	EXPENDITURES
Parliamentary Appropriation—	
Vote 233.....	Salaries.....\$ 155,828 50
Vote 341.....	Administration.....70,790 56
	Operation of Stations.....62,931 31
Commercial Trust Fund—	New Construction.....74,688 57
Balance from 1933-34.....	Technical Apparatus.....19,276 48
Gross Revenue 1934-35.....\$ 7,983 16	Station Network.....578,641 75
	Programs.....432,766 24
	<hr/>
Total Gross Revenue.....\$ 238,657 81	Total Expenditures.....\$ 1,394,923 41
Less expenditures chargeable to Trust	
Fund.....	Unexpended Balance.....1,076 59
	<hr/>
Total Net Revenue.....146,844 79	
Balance carried to 1935-36.....844 79	
	<hr/>
Total Net Receipts.....\$ 1,396,000 00	\$ 1,396,000 00

Certified correct,

W. R. MORTIMER,

*Accountant, Canadian Radio Broadcasting Commission.*

Certified correct,

G. M. SHAWER,

*Representative of the Treasury, Department of Finance.*

## LIST OF BROADCASTING STATIONS IN CANADA

Alphabetically in Regions

Corrected to November 1, 1935

## PRIVATE COMMERCIAL STATIONS

Location	Licensee	Licensed Power in Watts	Frequency in Kilocycles	Call Sign
<b>BRITISH COLUMBIA</b>				
CHILLIWACK	Chilliwack Broadcasting Co., Ltd., Wellington Avenue, Chilliwack.	100	780	CHWK
KAMLOOPS	Review Publishing Co., Ltd., Wilcox-Hall Bldg., Kamloops.	100	880	CFJC
KELOWNA	Okanagan Broadcasters, Ltd., Water Street and Mill Avenue, Kelowna.	100	630	CKOV
LULU ISLAND	Canadian Radio Broadcasting Commission, C.N.R. Station Bldg., Vancouver.	1000	1100	CRCV
PRINCE RUPERT	Felix E. Batt, P.O. Box 79, Prince Rupert.	50	580	CFPR
SEA ISLAND	G. C. Chandler, Hotel Grosvenor, 846 Howe Street, Vancouver.	500	600	CJOR
TRAIL	Kootenay Broadcasting Co., Ltd., Trail.	250	910	CJAT
VANCOUVER	United Church of Canada, Cor. Hemlock and 12th Avenue, Vancouver.	50	1410	CKFC
	Sprott-Shaw Radio Co., Room, 1604, Bekins Bldg., Vancouver.	100	1410	CKMO
	Vancouver Daily Province, 142 Hastings Street W., Vancouver.	100	1010	CKCD
	Western Broadcasting Co., Ltd., Hotel Georgia, 801 George Street West, Vancouver.	100	1010	CKWX
VICTORIA	Victoria Broadcasting Association, 620 View Street, Victoria.	50	1450	CFCT
<b>NORTHWEST TERRITORIES--</b>				
AKLAVIK	Dr. J. A., Urquhart, Medical Health Officer, Department of Interior, Aklavik, N.W.T.	50	1210	CJCU
<b>WESTERN PROVINCES</b>				
BELLEPLAINE	Jas. Richardson & Sons, Ltd., 311 Main Street North, Moose Jaw, Sask.	1000	540	CJRM
BELMONTVIEW	The Edmonton Journal, 10122 100A Street, Edmonton, Alta.	1000	730	CJCA

## PRIVATE COMMERCIAL STATIONS—Continued

Location	Licensee	Licensed Power in Watts	Frequency in Kilocycles	Call Sign
<b>WESTERN PROVINCES—Con.</b>				
BRANDON	Manitoba Telephone System, Rosser Avenue, Brandon, Man.	100	1120	CKX
CALGARY	The Albertan Publishing Co., Ltd., New Albertan Bldg., Calgary, Alta.	100	690	CJCL
	The Calgary Herald, Southam Building, Calgary, Alta.	100	930	CFAC
EDMONTON	G. R. A. Rice, Birks Bldg., Edmonton, Alta.	100	1260	CFRN
HEADINGLY	Manitoba Telephone System, Sherbrooke Street, Winnipeg, Man.	15000	960	CKY
LETHBRIDGE	H. R. Carson, Ltd., Marquis Hotel, Lethbridge, Alta.	100	1230	CJOC
MIDDLECHURCH	Jas. Richardson & Sons, Ltd., 157 Royal Alexandra Hotel, Winnipeg, Man.	100	1390	CJRC
	Jas. Richardson & Sons, Ltd 157 Royal Alexandra Hotel, Winnipeg, Man.	2000	6150	CJRO
	Jas. Richardson & Sons, Ltd. 157 Royal Alexandra Hotel, Winnipeg, Man.	2000	11720	CJRX
MOOSE JAW	C. H. A. B., Limited Grant Hall Hotel, Moose Jaw, Sask.	100	1200	CHAB
PILOT BUTTE	R. H. Williams & Sons, Ltd., Kitchener Hotel, Regina, Sask.	500	1010	CHWK WCHWK
PRINCE ALBERT	Prince Albert Radio Club, Canada Bldg., Central Avenue, Prince Albert, Sask.	100	1210	CKBI
REGINA	Leader-Post, Ltd., 1853 Hamilton Street, Regina, Sask.	500	1010	CKCK
SASKATOON	Electric Shop, Ltd., 216 First Avenue North, Saskatoon, Sask.	1000	840	CFQC
SOUTH EDMONTON	University of Alberta, Edmonton.	500	580	CKUA
STRATHMORE	W. W. Grant & H. G. Love, Toronto General Trusts Bldg., Calgary, Alta.	10000	1030	CFCN
YORKTON	Dawson Richardson Publications Ltd. 188 Grain Exchange Bldg., Winnipeg, Man.	500 Night 1000 Day	630	CJGX
<b>ONTARIO—</b>				
BOOM ISLAND (Quebec)	Dr. G. M. Geldert, 272 Somerset Street West, Ottawa.	100	1010	CKCO

## PRIVATE COMMERCIAL STATIONS—Continued

Location	Licensee	Licensed Power in Watts	Frequency in Kilocycles	Call Sign
<b>ONTARIO—Con.</b>				
BOWMANVILLE	Canadian Radio Broadcasting Commission, 805 Davenport Road, Toronto.	5000	840	CRCT
<del>TORONTO</del>	Canadian Radio Broadcasting Commission, 805 Davenport Road, Toronto.	1000	6090	CRCX
BRANTFORD	Telephone City Broadcast, Ltd., Arcade Bldg., Brantford.	100	930	CKPC
CHATHAM	John Beardall, The William Pitt Hotel, Chatham.	100	630	CFCO
COBALT	R. L. MacAdam, Cobalt.	50	1210	CKMC
FRUITLAND	Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg., Hamilton.	1000 day 500 night }	1120	CKOC
HAWTHORNE	Canadian Radio Broadcasting Commission, Chateau Laurier, Ottawa.	1000	880	CRCO
KINGSTON	Queen's University, Fleming Hall, Kingston.	100	1510	CFRC
KIRKLAND LAKE	Northern Broadcasting Co., Ltd., Kirkland Lake.	1000	530	CJKL
LONDON	London Free Press & Printing Co., Ltd. Richmond Street, London.	100	730	CFPL
MOUNT HAMILTON	Maple Leaf Radio Co., Ltd., Pigott Bldg., Hamilton.	100	1010	CHML
NEELON TWP.	W. E. Mason, Grand Theatre Bldg., Sudbury.	1000	780	CKSO
NORTH BAY	Roy H. Thomson, Capitol Theatre Bldg., North Bay.	100	930	CFCH
PORT ARTHUR	Dougall Motor Car Co., Ltd., Royal Edward Hotel, Fort William.	100	930	CKPR
PORT DALHOUSIE	E. T. Sandell, The Welland House, King Street, St. Catharines.	100	1200	CKTB
PRESCOTT	Radio Association of Prescott, Hoy Building, 307 George Street, Prescott.	100	930	CFLC

## PRIVATE COMMERCIAL STATIONS—Continued

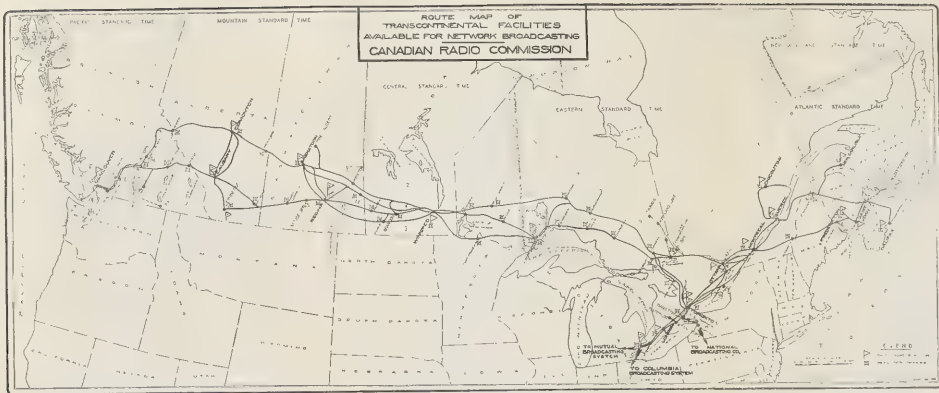
Location	Licensee	Licensed Power in Watts	Frequency in Kilocycles	Call Sign
<b>ONTARIO—Con.</b>				
SANDWICH SOUTH TWP., ESSEX COUNTY	Western Ontario Broadcasting Co., Ltd., Guaranty Trust Bldg., Windsor.	5000	1000	CKLW
	Canadian Radio Broadcasting Commission, Guaranty Trust Bldg., Windsor.	1000 day 500 night	600	CKRW
STRATFORD	M. I. Higgins, 151 Ontario Street, Stratford.	50	1210	CKRS
TARENTORUS TWP. DIST. OF ALGOMA	J. G. Hyland & J. C. Whitby, Windsor Hotel, 678 Queen Street East, Sault Ste. Marie.	100	1500	CKTC
TIMMINS	R. H. Thomson, Press Bldg., Timmins.	100	1420	CKGB
TORONTO	Dominion Battery Co., Ltd., 444 University Avenue, Toronto.	100	580	CKCL
TWP. OF KING	Rogers-Majestic Corp., Ltd., 37 Bloor Street West, Toronto.	10000	690	CFRB
WATERLOO	W. C. Mitchell & G. Liddle, 24 King Street South, Waterloo.	100	1510	CKCR
WINGHAM	Wingham Radio Club, P.O. Box 65, Wingham.	50	1200	CKNX
<b>QUEBEC—</b>				
CHARLESBOURG	Canadian Radio Broadcasting Commission, Chateau Frontenac, Quebec.	1000	1050	CRCK
CHICOUTIMI	Canadian Radio Broadcasting Commission, Chicoutimi.	100	950	CRCS
HULL	C.K.C.H. Radio Broadcasting Co., of Hull, Ltd., Standish Hall Hotel, Hull.	100	1210	CKCH
LA PRAIRIE	Canadian Radio Broadcasting Commission, 1231 St. Catherine Street W., Montreal.	5000	910	CRCM
MONTREAL	Canadian Marconi Co., Ltd., P.O. Box 1690, Montreal.	400	600	CFCF
	La Patrie Publishing Co., Ltd., Sun Life Bldg., Montreal.	100	1120	CHLP
NEW CARLISLE	The Gaspesian Radio Broadcasting Co., Ltd., New Carlisle.	1000 day 500 night	1410	CHNC

## PRIVATE COMMERCIAL STATIONS—Continued

Location	Licensee	Licensed Power in Watts	Frequency in Kilocycles	Call Sign
<b>QUEBEC—Con.</b>				
QUEBEC	C.H.R.C., Ltd., Victoria Hotel, Quebec.	100	580	CHRC
	C.K.C.V., Ltd., 254 Avenue Marguerite-Bourgeois, Quebec.	100	1310	CKCV
ST. HYACINTHE	La Presse Publishing Co., Ltd., 980 St. Catherine Street W., Montreal.	5000	730	CKAC
<b>MARITIMES—</b>				
BEDFORD	Maritime Broadcasting Co., Ltd., Lord Nelson Hotel, Halifax, N.S.	1000	930	CHNS
CHARLOTTETOWN	W. E. Burke & J. A. Gesner, 36 Upper Hillsboro Street, Charlottetown, P.E.I.	50	1310	CHCK
FREDERICTON	J. S. Neill & Sons, Ltd., York Street, Fredericton, N.B.	1000 day } 500 night }	550	CFNB
MALPEQUE ROAD (Near Charlottetown)	The Island Radio Broadcasting Co., Ltd., 143 Great George Street, Charlottetown, P.E.I.	1000	630	CFCY
MONCTON	Moncton Broadcasting Co., Ltd., K. of P. Hall, Moncton, N.B.	100	1370	CKCW
SAINT JOHN	New Brunswick Broadcasting Co., Ltd. Admiral Beatty Hotel, Saint John, N.B.	1000 day } 500 night }	1120	CHSJ
SOUTH BAR HIGH- WAY ** (Near Sydney)	N. Nathanson, 318 Charlotte Street, Sydney, N.S.	1000	1240	CJCB
SUMMERSIDE	R. T. Holman, Ltd., Holman Building, 190 Water Street, Summerside, P.E.I.	50	1450	CHGS
WOLFVILLE	Acadia University, Wolfville, N.S.	50	1010	CKIC
YARMOUTH	Laurie L. Smith, Grand Hotel, Yarmouth, N.S.	100	1310	CJLS







This diagram shows the transcontinental wire line facilities available to the Commission for its daily network broadcasting. All repeater points are shown as well as all basic stations on the network. It will be noted that in practically every case duplicate circuits are available, should trouble develop at any time on the other route. There are 6,428 miles of broadcast pairs in this network, or a total of 12,856 miles of single wire. In addition there is a monitor circuit connecting all control points involving 6,428 miles of telegraph circuit.

#### THE IMPORTANCE OF THE TIME ZONES IN CANADA

One of the most important problems in network broadcasting in Canada is the variation in time across the country. Few people realize that there is a time difference of six hours between Labrador and the Alaskan boundary, as shown in the above map. The subject of Standard Time is well explained by Mr. C. C. Smith of the Dominion Observatory in an article in the Canada Year Book, 1934-35, an extract from which is reproduced below by kind permission of Mr. R. H. Coats, Dominion Statistician and of the author.

"In Canada, Atlantic standard time, which is the local time at the 60th meridian running near Sydney, Nova Scotia, and is four hours behind Greenwich, is used in the Maritime Provinces and those parts of Quebec and the Northwest Territories east of the 68th meridian of west longitude. Eastern standard time, which is the local time at the 75th meridian running near Cornwall, Ontario, and is thus five hours behind Greenwich, is used in Quebec west of the 68th meridian and in Ontario east of the 90th meridian and in the Northwest Territories between the 68th and 85th meridians. Central standard time, which is the local time at the 90th meridian, is six hours behind Greenwich and is used in Ontario west of the 90th meridian, in Manitoba, in the Northwest

between the 85th and the 102nd meridians and in the south-easterly part of Saskatchewan. Mountain time, which is the local time at the 105th meridian running near Regina, is seven hours behind Greenwich and is used throughout Saskatchewan except in the southeasterly part, throughout Alberta, and in that part of the Northwest Territories between the 102nd and 120th meridians. Pacific standard time, which is the local time of the 120th meridian running near Kamloops, British Columbia, is eight hours behind Greenwich and is used throughout British Columbia and in that part of the Northwest Territories lying west of the 120th meridian. Yukon standard time, which is the local time at the 135th meridian, running near Whitehorse, Yukon, is nine hours behind Greenwich and is used throughout the Yukon Territory. Thus in the far-flung area of the Dominion there are no fewer than six different standard times roughly corresponding with the 54 degrees of longitude between the Labrador boundary and the Alaskan boundary. The existence of the different time zones is to-day brought home to the average man by the radio; especially in such programs as the Empire Christmas broadcasts."







Author Canada. Canadian Radio Broadcasting Commission  
Title Report. 1935.  
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Canada (Canadian) Radio Broadcasting  
Commission

ANNUAL REPORT  
OF THE  
CANADIAN  
RADIO BROADCASTING  
COMMISSION

FOR THE FISCAL YEAR ENDED MARCH 31, 1936

1935/36



OTTAWA  
J. O. PATENAUDE, I.S.O.  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1111



ANNUAL REPORT  
OF THE  
CANADIAN  
RADIO BROADCASTING  
COMMISSION

FOR THE FISCAL YEAR ENDED MARCH 31, 1936



OTTAWA  
J. O. PATENAUDE, I.S.O.  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1936



*To His Excellency the Right Honourable Baron Tweedsmuir of Elsfield,  
G.C.M.G., C.H., Governor General and Commander-in-Chief of the  
Dominion of Canada.*

MAY IT PLEASE YOUR EXCELLENCY:

The undersigned has the honour to lay before Your Excellency the accompanying Annual Report of the Canadian Radio Broadcasting Commission for the fiscal year ended March 31, 1936.

Respectfully submitted,

C. D. HOWE

*Minister of Marine.*

OTTAWA, August 25, 1936.



OTTAWA, August 25, 1936.

The Hon. C. D. HOWE, P.C.,  
Minister of Marine,  
Ottawa.

SIR,—In compliance with the provisions of Section 18 of the Canadian Radio Broadcasting Act, 1932, I have the honour to submit herewith the Annual Report of the Canadian Radio Broadcasting Commission for the fiscal year ended March 31, 1936.

I have the honour to be,  
Sir,

Yours respectfully,

R. P. LANDRY,  
*Secretary.*

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**CANADIAN  
RADIO BROADCASTING  
COMMISSION**

*Chairman:* HECTOR CHARLESWORTH

*Vice-Chairman:* Colonel C. A. CHAUVEAU, K.C., LL.D.

*Commissioner:* Lt.-Col. W. ARTHUR STEEL, M.C.

# REPORT OF THE COMMISSIONERS

## GENERAL REPORT

### BROADCAST SERVICE

No major extensions of broadcast facilities were made by the Commission in 1935-36. The Commission has plans for new stations and improved service in areas not properly served but, as reported in the Annual Report for the previous fiscal year, the yearly revenue received by the Commission up to the present has not permitted the construction of high power stations such as are required. Special provision must be made outside of the ordinary revenue of the Commission for the cost of the larger construction projects.

A new privately owned 1,000 watt station established at Sudbury, Ontario, during the year was added to the Commission basic network, and Commission programs were made available to local stations at Kirkland Lake, and Timmins, Ontario, providing service in areas not previously covered.

Commission programs were available at the end of the year on the following stations:—

#### EASTERN NETWORK

Station	City	Kilo-cycles
CJCB*	Sydney, N.S. ....	1240
CHNS*	Halifax, N.S. ....	930
CFCY*	Charlottetown, P.E.I. ....	630
CHGS	Summerside, P.E.I. ....	1450
CKCW*	Moncton, N.B. ....	1370
CFNB*	Fredericton, N.B. ....	550
CHSJ*	Saint John, N.B. ....	1120
CHNC*	New Carlisle, P.Q. ....	1210
CRCS*	Chicoutimi, P.Q. ....	950
CRCK*	Quebec, P.Q. ....	1050
CHRC	Quebec, P.Q. ....	580
CKCV	Quebec, P.Q. ....	1310
CRCM*	Montreal, P.Q. ....	910
CFCF	Montreal, P.Q. ....	600
CHLP	Montreal, P.Q. ....	1120
CKCH	Hull, P.Q. ....	1210
CRCO*	Ottawa, Ont. ....	880
CKCO	Ottawa, Ont. ....	1010
CRCT*	Toronto, Ont. ....	840
CRCX*	Toronto, Ont. ....	6090
CKCL	Toronto, Ont. ....	580
CKOC	Hamilton, Ont. ....	1120
CHML	Hamilton, Ont. ....	1010
CKTB	St. Catharines, Ont. ....	1200
CKPC	Brantford, Ont. ....	930
CFPL	London, Ont. ....	730
CFCO	Chatham, Ont. ....	630
CRCW*	Windsor, Ont. ....	600
CFCH	North Bay, Ont. ....	930

Station	City	Kilo-cycles
CJKL	Kirkland Lake, Ont. ....	530
CKGB	Timmins, Ont. ....	1420
CKSO*	Sudbury, Ont. ....	780
CKPR*	Fort William, Ont. ....	930

#### WESTERN NETWORK

CKY*	Winnipeg, Man. ....	960
CJRC	Winnipeg, Man. ....	630
CJRO*	Winnipeg, Man. ....	6150
CJRX*	Winnipeg, Man. ....	11720
CKX	Brandon, Man. ....	1120
CJGX	Yorkton, Sask. ....	580
CHWC*	Regina, Sask. ....	1010
CKCK*	Regina, Sask. ....	1010
CJRM	Moose Jaw, Sask. ....	540
CHAB	Moose Jaw, Sask. ....	1200
CFQC*	Saskatoon, Sask. ....	840
CKBI	Prince Albert, Sask. ....	1210
CFAC*	Calgary, Alta. ....	930
CJCJ	Calgary, Alta. ....	690
CJCA*	Edmonton, Alta. ....	730
CFRN	Edmonton, Alta. ....	1260
CJOC*	Lethbridge, Alta. ....	950
CJAT	Trail, B.C. ....	910
CKOV	Kelowna, B.C. ....	630
CFJC	Kamloops, B.C. ....	880
CHWK	Chilliwack, B.C. ....	780
CRCV*	Vancouver, B.C. ....	1100
CKWX	Vancouver, B.C. ....	1010
CKMO	Vancouver, B.C. ....	1410

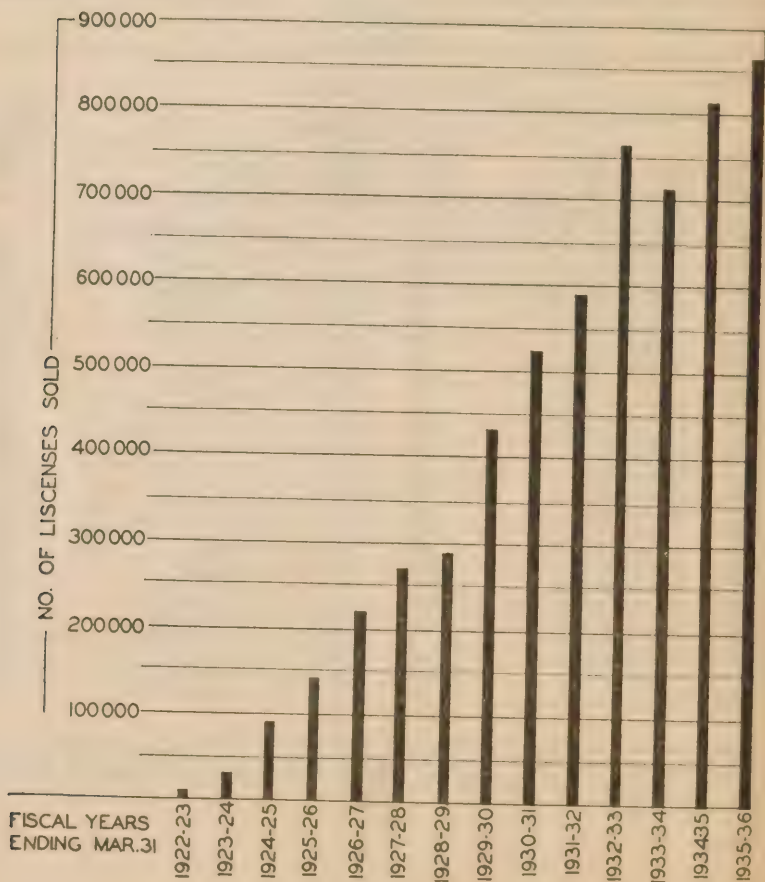
\* Basic stations on which specific time is reserved for Commission programs. The use of Commission programs by the other stations is optional. In districts where more than one station uses Commission programs, the daily schedule designates the station to which each program is available.

The licence for the Commission short-wave transmitter at Bowmanville, Ontario, was changed from the experimental class to the commercial class on a frequency of 6,090 kilocycles. All Commission sustaining programs are now broadcast by this station. Short wave listeners may also receive Commission programs from stations CJRO and CJRN, Winnipeg, Manitoba, operated on frequencies of 6,150 and 11,720 kilocycles, respectively.

#### GROWTH IN NUMBER OF LISTENERS

The tremendous development of radio communication since 1920 has been paralleled by the phenomenal growth of the listening audience. Although broadcasting in Canada on a comprehensive national plan as a regular service progressed slowly in comparison with the rapid advance in other countries, the number of listeners increased more rapidly. Statistics issued by the Radio Branch, Department of Marine, indicate that on March 31, 1923, there were 9,954 licensed private receiving sets in Canada. At the end of the present fiscal year, the Department reported 862,109 licensed receiving sets. The chart on this page shows the trend of the increase from year to year between 1922-23 and the fiscal year just ended.

#### LICENSED PRIVATE RECEIVING SETS IN CANADA



Since the establishment of the national broadcasting service by the Commission there has been an increase of 263,751 in the number of licences issued for receiving sets by the Department of Marine, of which 49,774 represents the increase in the current year. By allowing an average of four listeners each receiving set, there were at the end of the year 3,448,436 listeners in Canada, and an increase of approximately 200,000 over the previous fiscal year.

A comparison of licence fee collections by the Department of Marine during the past four years shows conclusively that the operations of the Commission have produced a great increase in the number of Canadians listening to Canadian programs and at the same time have made it much easier for the department to collect this fee. Collections during the first three months of each fiscal year from 1933 to 1936 inclusive were as follows:—

April 1 to July 15, 1933.....	\$ 861,725.45
April 1 to July 15, 1934.....	872,280.55
April 1 to July 15, 1935.....	979,416.69
April 1 to July 15, 1936.....	1,276,325.81

#### WIRE LINE NETWORK SERVICE

The wire line network service used by the Commission was described in the annual report of the Commission for the previous fiscal year. From the physical standpoint suitable wire line facilities are an integral and indispensable attribute of network broadcasting, and at present 12,856 miles of single wire are required to connect stations using Commission programs. The cost of this service for six hours' daily broadcasting, with slightly longer service on Sundays, is the largest single expense of the Commission, amounting approximately to one-quarter of the total annual expenditures by the Commission. This is one of the prime factors controlling the extent of the network broadcast schedules as any further extension of the regular daily schedule is dependent upon a considerable increase in revenue.

#### COPYRIGHT

The Commission was represented by counsel before the Royal Commission appointed to investigate activities of the Canadian Performing Right Society, Limited, and similar societies. Lt.-Col. W. Arthur Steel, Commissioner, and Lt.-Col. R. P. Landry, Secretary, appeared as witnesses and, together with counsel, gave every possible assistance to the Royal Commission. The recommendations of the Commissioner, the Hon. Mr. Justice Parker, and the amendments to the Copyright Amendment Act, 1931, subsequently enacted by Parliament, are of utmost importance to radio broadcasting agencies in Canada in restricting the imposition of excessive fees by copyright owners.

#### CO-OPERATION WITH GOVERNMENT DEPARTMENTS

The Commission co-operated with departments of the Dominion and Provincial Governments in providing facilities for broadcasts, or in utilizing services of departments providing information of value to listeners, the more important of which were:—

Dominion Department of Mines. Series of talks by the Hon. T. A. Crerar, Minister of Mines.

Dominion Department of Agriculture. Talks on "Romance and Dividends in Agriculture."

Canadian Travel Bureau, Department of Railways and Canals. Travel talks.

Dominion Bureau of Statistics. Department of Trade and Commerce, supplying "A Fact a Day About Canada."



Post Office Department, Bulletins of information on Christmas mail service.  
Department of Pensions and National Health. Inspection of continuities  
for the advertisement of patent medicines.

The Meteorological Service of Canada, Department of Marine. Service of  
daily weather broadcasts.

Ontario Department of Education. Educational broadcasts.

Quebec Provincial Hygiene Service. Health talks.

### BROADCASTING STATIONS

A list of private commercial broadcasting stations in Canada, corrected to  
March 31, 1936, is appended.

### EXPENDITURES

A detailed statement of expenditures and a balance sheet of receipts and  
expenditures for the fiscal year ended March 31, 1936, are submitted as an  
appendix to this report.

The total expenditures of the Commission during the year amounted to  
\$1,702,965.45. The gross commercial revenue was \$371,893.63 of which  
\$135,714.21 received in trust on account of commercial business was paid  
according to commitments, \$195,409.34 was transferred to the Commission  
parliamentary appropriation, leaving a surplus of revenue amounting to  
\$40,777.08 transferred to 1936-37.

### CHANGE IN PERSONNEL OF COMMISSION

Mr. J. N. Cartier, Vice-Chairman, resigned in July, 1935, and was replaced  
the following month by the appointment of Colonel C. A. Chauveau, K.C., LL.D.

### PROGRAMS

Programs broadcast by the Commission may be divided into two groups.  
The first group comprises Commission productions originated in Canada, and  
the second group includes exchange programs from sources outside of Canada.  
In 1935-36, 8,250 programs in the first group and originated at forty-one broad-  
casting points in Canada, were broadcast by the Commission, representing an  
increase of approximately 1,250 programs over the previous fiscal year. This  
increase was due chiefly to the extension of the broadcast schedule from four  
and one-half hours to six hours daily.

The extent of program organization by the Commission is dependent upon  
the amount of money made available for program expenditures. Up to the  
present the modest sum allotted for this purpose has not permitted the produc-  
tion of elaborate programs of an expensive type or extensive engagement of the  
most renowned concert artists.

Broadcasting being a highly competitive business and considering not  
only the high cost of technical facilities, especially for network broadcasting,  
but also the quality of programs expected by Canadian listeners, it is essential  
to use professional artists and musicians who are experienced in the art of  
broadcasting. This does not imply that there is no scope for the amateur  
because in spite of the fact that it is necessary to use only talent of a high  
professional standard, there is constant need for new talent. An amateur must  
be prepared, however, to demonstrate by audition that he has conspicuous  
ability for broadcasting. Since the establishment of the Commission the  
amount and quality of Canadian talent discovered has been very encouraging.

Particular attention was given in Commission studios to improving the technique of program presentation. The standard of a production is gauged not only by the material, and the capacity of the participants, but also by the fine points in form and manner of presentation and the constant factor of precise timing. By careful experiment and experience, program directors of the Commission have aimed to develop models of presentation to enhance the quality of Canadian broadcasting.

The outstanding productions by the Commission during the year were "Canada Celebrates Christmas," "Canada in 1935," and a dramatization of the founding of Empire Day in Canada. The generous praise of the program "Canada Celebrates Christmas" by newspapers and representative listeners throughout Canada is a tribute not only to the officials who planned the program, and those who participated in it, but also to the technical skill of engineers and operators. In Canada where an elaborate wireline network is necessary the engineering intricacies of broadcasting are not always apparent to the majority of listeners, and in a broadcast such as this when there were so many switches between distant points the precision by which the operations were performed bears testimony to the skill of the engineering and operating staff. The synchronization of choirs at different points from coast to coast created a profound impression and was a further mark of the unifying influence of radio communication. The Commission gratefully acknowledges the exceedingly large number of commendations which followed that broadcast.

"Canada in 1935" and "Canadian Cavalcade" were presented on the 6th of May as part of the series of broadcasts commemorating the Silver Jubilee of His Majesty King George V.

On the 24th of May at the request of the British Broadcasting Corporation the Commission produced an Empire Day program for relay throughout the Empire. By a plan agreed upon, each Dominion in turn contributes a program on Empire Day. The program was presented from Hamilton under the direction of the Program Department in the form of a dramatized story of the founding of Empire Day in Canada, the idea of which was originated in Hamilton.

Writing for radio broadcasting is a field worthy of serious exploration by more Canadian writers. There is a special technique in such writing which can be acquired only by patient study and observation. One series of plays by Canadian authors already presented by the Commission proved highly successful and has stimulated further interest in this field. The Dominion Drama Festival has given a decided impetus to the writing by Canadian writers of plays suitable for stage production, and it is not improbable that this development will direct greater attention to the need for plays designed especially for radio broadcasting. Outside of plays there is also constant need for new ideas and new plans for programs. Such ideas must not only be original and adaptable to broadcasting but must conceive programs of distinction. The role of the artist, and musician, is to interpret and he depends upon the creative writer and the composer to supply him with a suitable medium for interpretation. The successful development of broadcasting in Canada depends equally upon the creative writer and the interpreter.

### *Symphony Concerts*

The Sunday afternoon concerts presented by the New York Philharmonic Society during the fall and winter seasons and relayed to the Commission through the courtesy of the Columbia Broadcasting System were a predominant feature of the Commission schedule. Abundant evidence reached the Commission of the widespread appreciation by listeners throughout Canada of these concerts by the world's outstanding symphony orchestra and unquestionably the broadcasts have had the effect of stimulating interest in music of the highest

quality. The Commission also gratefully acknowledges the courtesy of the National Broadcasting Company in making available to the national network concerts by the Boston Symphony Orchestra, the Cleveland Symphony Orchestra, and the Chicago Symphony Orchestra.

Canadian orchestras which broadcast for the Commission during the year were the Toronto Symphony Orchestra, Vancouver Symphony Orchestra, and the Winnipeg Symphony Orchestra. Through the courtesy of its Board of Governors and of the Toronto Musical Protective Association, the Toronto Symphony Orchestra broadcast a concert on the occasion of the death of the King. By special arrangement, portions of concerts by the Vancouver Symphony Orchestra and the Winnipeg Symphony Orchestra were broadcast. The present revenue of the Commission does not permit the use of Canadian symphony orchestras as a regular feature of the program schedule.

### *Chamber Music*

Programs of chamber music broadcast in the course of the year included a series from Montreal featuring selections of works by Beethoven, Schumann, Mozart, Schubert, Faure, Franck, Brahms, Turina, and Jongen.

A program by the Hambourg Trio was of special interest as the occasion was the first reunion of the Hambourg brothers in fifteen years.

### *Choral Music*

The synchronization of leading choirs across Canada as a feature of "Canada Celebrates Christmas" was a significant event in the history of choral music in Canada. The training and technique of the choirs and the precision with which engineering operations were conducted, made this a landmark in Canadian broadcasting.

### *Recitals*

Many eminent Canadian vocalists and musicians were presented in a regular series of recitals on the Commission network.

### *Military Bands*

During the spring and summer months a weekly program of band concerts was presented from Montreal by the band of H.M. Canadian Grenadier Guards. This program was relayed as an exchange feature to the network of the National Broadcasting Company.

### *Organ Music*

One hundred and forty-six programs of organ music by prominent Canadian organists were broadcast during the year.

### *Dance Music*

Dance music by various established orchestras throughout Canada formed a part of each daily schedule, seven hundred and ninety dance programs being broadcast for the period under review.

### *Dinner Music*

A series of programs of dinner music was inaugurated in the autumn of 1935 and was continued during the fall and winter months.

### *Variety and Novelty*

Nineteen hundred programs of the light entertainment type were broadcast during 1934-35. Although the majority of these programs was produced at the Commission studios in Toronto and Montreal, a large number was originated at other broadcasting centres throughout Canada.



There is constant need in this field for original scripts of a professional standard. This applies particularly to programs of the comedy type. The number of humorous programs presented by the Commission has not been large on account of a dearth of suitable material.

### Drama

In addition to Commission productions "L'Innocente" the prize winning play at the Dominion Drama Festival and produced by the School of Elocution and Music of the University of Ottawa was broadcast on the national network.

During the first part of the year the Opening Nights series from Toronto was continued and was followed during the summer months with productions by the Radio Theatre Guild in Montreal. A program of historical interest in the latter series was a dramatization of the founding of Montreal.

### Dramatizations

One of the more popular types of program is a dramatization with a musical background, commonly referred to as a dramatico-musical production. Owing to its popularity the Program Department has endeavoured to increase the number of programs in this category. A dramatization of the "Founding of Empire Day in Canada" originated in Hamilton and relayed to the British Broadcasting Corporation for distribution throughout the Empire has already been referred to. Among the regular programs of this type was "Forgotten Footsteps" originated in Toronto. The dramatizations for this program were based on exhibits at the Royal Ontario Museum. From Montreal a series of biblical dramatizations entitled "And It Came to Pass" was presented. Another feature was the broadcast from Toronto of adaptations from the following motion pictures: *The Scarlet Pimpernel*, *Les Misérables*, *Top Hat*, *Born for Glory*, *Dark Angel*, *Magnificent Obsession*, *Ah Wilderness*, and *Midsummer Night's Dream*. On the evening following the ceremony of installation of His Excellency the Lord Tweedsmuir as Governor General of Canada, an adaptation of the motion version of *The Thirty-Nine Steps* was presented from the Montreal studios.

Shortly after the death of T. E. Lawrence, a dramatization of his life under the title of "Desert Warrior" was prepared by the Production Department of the Commission and broadcast from Montreal. The "For You Madame" program produced in the Montreal studios was designed to be of special interest to women and during this series many prominent Canadian women gave short talks.

### French Programs

Among the programs broadcast on the French network of stations in the province of Quebec was a series of dramatization of the following French Canadian novels: *Les Anciens Canadiens*, by Aubert de Gaspé; *Jean Rivard* by Gérin-Lajoie; *L'Oublié* by Laure Conan; *Le Chercheur de Trésors* by A. de Gaspé fils; *Charles Guérin* by P. J. O. Chauveau; *Une de Perdue, Deux de Retrouvées* by de Boucherville; *La Jongleuse* by l'abbé H. R. Casgrin; *Madeleine Bouvart* by Faucher de St. Maurice; *Picouoc le Maudit* by Pamphile Lamay; *Jacques et Marie* by Nap. Bourassa; *Le Château de Beaumanoir* by E. Rousseau; *La Sorcière de l'Isle aux Noix* by Mme Grégoire Coupal; *Le Chien d'Or* by Kirby; *François de Bienville* by Marmette; *Le Notaire Jofrion* by A. Sénécal; *La Sorcière de l'Isle Noire* by Adrienne Sénécal; *La Rivière à Mars* by Damase Potvin; *Le Paria* by Ubald Paquin; *Péché d'Orgueil* by Adolphe Brassard; *La Maison Vide* by Harry Bernard. This series was of particular significance as the recognition of suitable Canadian sources of material adaptable to broadcasting.

A selection of French Operettas was broadcast and included the following: *Chanson d'Amour* by Schubert; *Les Cloches de Corneville* by Robert Planquette;

*Les Nœuds du Colonel* by Eugène Gavel; *Monsieur Beaucaire* by André Messager; *Le Soldat du Chocolat* by Oscar Strauss; *Le Pays du Sourire* by Francis Lehar; *Rose Ma Voisine* et *L'Amour Passe* by Marcelle Chaudal; *Rêve de Valse* by Oscar Strauss; *Mia* by Raymond Emmerichs; *Princesse Czardas* by Kálmán; *La Fille de Madame Angot* by Charles Lacoq.

Programs of light music, and talks, were also broadcast regularly on the French network.

Two of the outstanding French programs broadcast on the national network were "Rendez-vous" and "Ici Paris." Regular concerts were presented also by the Quebec Little Symphony Orchestra.

### Talks

In presenting talks the Commission co-operated largely with the following institutions, societies and clubs: Canadian Manufacturers' Association, League of Nations Society in Canada, The Boy Scouts Association of Canada, Canadian Legion of the British Empire Service League, The Canadian Welfare Council, National Council of Education, Canadian Red Cross Society, Ontario Horticultural Association, Young Men's Canadian Club of Montreal, Junior Boards of Trade, Ottawa Humane Society, Canadian Federation of Youth Federated Charities, Canadian Society for Commercial Education, Canadian Tuberculosis Association, Canadian Teachers' Federation, Sons of England Benefit Society, Australian Club, Toronto, and The New Zealand Association. Quebec Women's Institutes, Canadian Automobile Association, L'Association de la Presse Française du Canada, La Renaissance Campagnarde, L'Union Catholique des Cultivateurs, League for Women's Rights, The Catholic Association of Commercial Travellers, Nova Scotia Medical Society, and Catholic Association of Canadian Youth.

Regular talks were also given by Dr. H. L. Stewart, Dalhousie University on "Events of Canadian Interest"; "Weekly Book Review" by Professor J. F. MacDonald, University of Toronto on the Eastern network; "Books and Things" by Professor W. T. Allison, University of Manitoba, on Western network; "Book Review" by Mr. James Stuart Wood of Prince Albert on the Western network; "The Growth of Canada" by Professor D. C. Harvey, Dalhousie University; "Makers and Leaders of a Post-War World" by Professor F. J. Soward, University of British Columbia. On French network: "Book Review," by Maurice Hébert; "Le Vieux Québec," by Danast Potvin; and "Les Fureurs d'un Puriste," by Paul Morin. A series of twenty-one talks on hygiene specially prepared under the auspices of the Quebec Provincial Hygiene Service was also broadcast on the French network.

### University Debates

A new series of inter-university debates arranged by the Radio Committee of the Conference of Canadian Universities was broadcast during the year. The regional winners were:—

French-speaking universities—University of Montreal.

Quebec-Maritimes group—St. Francis Xavier University.

Ontario group—University of Western Ontario.

Western group—University of Manitoba.

University of Montreal won the final debate in contest with the University of Manitoba and received the Dominion Challenge Shield presented by the Commission. Each of the regional winners was also awarded a separate shield. The shields are held for one year by the winning teams.

Universities represented in these radio debates were: University of New Brunswick, Dalhousie University, St. Francis Xavier University, Mount Allison University, Laval University, McGill University, University of Montreal,

Queen's University, University of Ottawa, McMaster University, Bishop's University, University of Western Ontario, University of Toronto, University of Manitoba, University of Saskatchewan, University of Alberta and University of British Columbia.

### *Children's Programs*

During a part of the year a series of programs of interest to children was broadcast. Although it is the intention to allot a regular period for children's programs, it has not yet been possible to put this plan into effect.

### *News and Weather Bulletins*

Three news bulletins were broadcast daily by the Commission. The first bulletin was broadcast at 6.30 p.m. E.S.T. on the Maritime network. In order to serve French listeners in the province of Quebec, a bulletin in French was broadcast on the French network at 7.30 p.m., E.S.T. At 10.45 p.m., E.S.T., a resumé of the day's news was broadcast from Toronto to the national network. These bulletins were made available to the Commission through the courtesy of The Canadian Press and the Commission acknowledges the co-operation of that organization in making possible this important service to Canadian listeners.

The co-operation of the Meteorological Service of Canada, Department of Marine, in supplying daily weather forecast bulletins and of the Dominion Bureau of Statistics for supplying A Fact A Day About Canada is also acknowledged.

### *Stock Market Quotations*

Stock market quotations were broadcast daily except Sunday at 5.45 p.m., E.S.T., from Toronto and Montreal. The Toronto quotations were supplied by the Toronto Stock Exchange and broadcast on the Ontario network. The Montreal quotations were made available by the Montreal Stock Exchange and the Montreal Curb and were broadcast on the Quebec and Maritime network.

### *Special Events*

The outstanding special events broadcast by the Commission during the year were the Empire programs. These included the special programs in commemoration of the Silver Jubilee of His Late Majesty King George V, the Empire Christmas Day broadcast concluding with a message by His Late Majesty, the broadcast of the funeral service for King George V, a tribute by the Right Hon. Stanley Baldwin, and the Proclamation of King Edward VIII.

One of the chief events in Canada broadcast by the Commission from Quebec was the ceremony of installation of His Excellency the Lord Tweedsmuir as Governor General of Canada.

The following were the special events broadcast during the year by the Commission: Re-broadcast of address by the Prince of Wales speaking on behalf of the Jubilee Fund; description of take-off of first flight of American Clipper from Pacific Coast to Honolulu; St George's Day Banquet from Halifax; St. George's Day Message by Lord Baden Powell; broadcast from Winnipeg of Service of Dedication and Thanksgiving under the auspices of the Restoration Fund of the Church of England in Canada.

On May 6, 1935, broadcasts in commemoration of the Jubilee of His Majesty, King George V as follows:—

10.00 a.m. Ceremonies from Parliament Hill, Ottawa; addresses by His Excellency Lord Bessborough, the Right Hon. Sir George Perley, Acting Prime Minister, and the Right Hon. W. L. Mackenzie King, Leader of the Opposition. Presentation of Jubilee Medals, and contributions to the program by united choirs and the Governor General's Footguards' Band.



- 11.00 a.m. Address by Lieutenant-Governors of the Provinces of Canada, and panorama of Canadian personalities.  
 12.30 p.m. "Twenty-five years," events in the reign of His Late Majesty, King George V, from the British Broadcasting Corporation.  
 2.00 p.m. Message to the Empire by His Majesty.  
 2.05 p.m. "Canadian Cavalcade," Jubilee commemorative program presented by the Commission.  
 3.00 p.m. Re-broadcast of address by Rudyard Kipling.  
 4.00 p.m. Thanksgiving Service in St. Paul's Cathedral, London.

Address by His Majesty, King George V, to House of Lords and House of Commons; address by Lord Baden Powell to Boy Scouts of Canada; Royal Empire Society Broadcast—Guest Speaker, Sir Francis Floud, British High Commissioner in Canada; dramatization of the founding of Empire Day in Canada, as Canada's contribution to the Empire Day series relayed throughout the Empire by the British Broadcasting Corporation; Dionne Quintuplets' Birthday Party; official opening ceremonies of Dunlop Observatory, Richmond Hill, Ontario; special broadcast from the ss. *Normandie* (N.B.C.); a tribute to Viscount Byng; broadcast of ceremonies from Toronto on occasion of tenth anniversary of United Church of Canada; Baer-Braddock fight; description of take-off of Stratosphere from Rapid City, South Dakota (N.B.C. exchange); Dominion Day message by the Hon. G. H. Ferguson, High Commissioner for Canada in London (B.B.C.); "Looking Westward," a special Dominion Day program from the British Broadcasting Corporation featuring Canadian artists; Dominion Day tribute to Canada from the National Broadcasting Company; addresses at banquet on the occasion of the official opening of the Winnipeg-Fort William link of the trans-Canada highway; Independence Day Tribute from Canada to the U.S.A.; broadcast from R.M.S. *Nascopie* from Montreal; description of the annual pilgrimage at the shrine of Ste. Anne de Beaupré, Quebec; Will Rogers' funeral service (M.B.S.); address by Sir Francis Floud, British High Commissioner in Canada, at the official opening of the British Section at the Canadian National Exhibition, Toronto; address by Haile Selassie (N.B.C.); description of the Grand Canyon from an aeroplane (N.B.C. exchange program); broadcast of the ceremony of installation of His Excellency, the Lord Tweedsmuir as Governor General of Canada, from Quebec; Remembrance Day broadcast under the auspices of the Canadian Legion of the British Empire Service League; "This Great Family"—Empire Christmas broadcast arranged by the British Broadcasting Corporation; Christmas Day message from His Late Majesty, King George V, to the Empire; "Canada Celebrates Christmas"; New Year's Eve Program including Midnight Bells from Berlin, London, Reilawik, Buenos Aires, and Ottawa; Kipling Memorial Program; tribute by the Right Hon. Stanley Baldwin to King George V; proclamation of King Edward VIII; funeral service for His Late Majesty King George V (B.B.C.); Memorial broadcast for His Late Majesty King George V; "The Eight Edwards of England" (from the National Broadcasting Company); American Legion broadcast, guest speakers—Hon. C. D. Howe, Minister of Marine, and the Right Hon. R. B. Bennett, Leader of the Opposition; re-broadcast of message to the Empire by His Majesty King Edward VIII.

### *Northern Messenger Service*

The service was commenced this year on November 2, 1935, and continued until May 9, 1936, a total of 28 broadcasts.

Since its inception in 1933, approximately 11,000 messages have been broadcast over this service. The rapid growth of the service is shown by the following figures covering the yearly periods: From 1933 to 1934 there were 24 broadcasts to handle 1,754 messages; from 1934 to 1935, 2,854 messages were transmitted in 28 broadcasts; and in 1935 and 1936, 6,250 messages were sent in the same number of broadcasts.

The Christmas and New Year broadcasts were again particularly heavy. On December 21, 493 messages were transmitted to 131 different places while on December 28 there were 391 messages for 120 different locations.

During the past year the Commission received many complimentary reports on the Northern Messenger Service from such organizations as the Department of the Interior, the Royal Canadian Mounted Police, the religious organizations which maintain missionaries throughout the North, The Hudson's Bay Company, Revillon Frères and other trading companies with posts in this area as well as from trappers, miners and settlers throughout the Arctic regions.

From these reports it would appear that as a result of the Northern Messenger Service, Saturday night has become the most important evening in the week all through the North. In all the settlements and even at isolated cabins, people gather around receiving sets to listen to the entire transmission of the Northern Messenger Service.

### *Exchange*

Arrangements have not yet been made for the regular exchange of programs with the British Broadcasting Corporation. As stated in previous reports there are three main difficulties to be overcome: 1. Technical difficulties and the relatively high cost of direct transmission across the Atlantic; 2. The difference in time between Great Britain and the various time zones in Canada; 3. Copyright problems and the proprietary rights in their work claimed by artists. For financial and technical reasons these obstacles have not been overcome, but in due course when expansion of the national service becomes a reality it is hoped that a plan for the regular exchange of programs can be arranged.

The short wave receiving station established by the Commission has proved of high value in receiving broadcasts of events of importance in Great Britain for relay on the Canadian network. By the use of the Blattnerphone recording process it is possible to reproduce such broadcasts at a time when the Commission network is in operation.

The Commission has maintained the exceedingly satisfactory reciprocal exchange relations with the leading broadcasting systems in the United States by which some of the finest sustaining programs broadcast by those systems are relayed on the Commission network.

## REGULATION AND CONTROL OF BROADCASTING

### ADVERTISING

Early in April the Commission issued the following instruction to all station managers prohibiting "spot" advertising on Sundays on all broadcasting stations in Canada on and after May 5, 1935:—

"On and after Sunday, May 5, 'spot' advertisements will not be permitted on Canadian broadcasting stations on the Lord's Day. From this prohibition time signals and 'spots' in the nature of public service are exempted.

"The question of the legality under the terms of the Lord's Day Act of all forms of Sunday advertising has been raised by various influential organizations in Quebec, Ontario, and other provinces; and the Commission hopes to remove the main causes of complaint. It is collecting information with a view to restricting publicity in Sunday broadcasts to 'good will' advertising, from which the element of 'solicitation' for the sale of commodities, against which the Lord's Day Act appears to be explicit, has been eliminated.

"(Signed) HECTOR CHARLESWORTH,  
"Chairman."

Simultaneous action was taken to prohibit "spot" advertising entirely on stations operated directly by the Commission effective June 1, 1935. This decision was made with the object of eliminating on Commission stations and

restricting on privately owned stations an undesirable form of advertising and of encouraging only commercial publicity of the "goodwill" type.

With the continued co-operation of inspectors of the Radio Branch, Department of Marine, the Commission maintained as close supervision of advertising as possible and prompt action was taken to deal with violations of the regulations which were reported or came to the attention of the Commission.

#### PATENT MEDICINES

The Commission continued co-operation with the Department of Pensions and National Health by requiring continuities for the advertisement of all patent medicines to be submitted to that department for censor. By this careful supervision and control it has been possible to eliminate the broadcast of improper and misleading statements intended to induce the sale of patent medicines. Since the establishment of the Commission continuities for two hundred and forty-one different patent medicines have been submitted for inspection.

#### ARTICLE 90

Following consideration in Parliament of Article 90 of the regulations of the Commission as originally promulgated, this regulation was rescinded by the Governor General in Council and the following new regulation was substituted therefor by authority of P.C. 2214 approved by the Governor General in Council on August 12, 1935:—

"No broadcasting station may broadcast any speech, printed matter or program containing defamatory, libellous or obscene statements with regard to persons or institutions, or statements of a treasonable character or intended to promote change by unlawful means and which might lead to a breach of the peace, or any advertising matter containing false or deceptive statements."

All station managers in Canada were instructed forthwith to take proper precautions for the strict observance of the new regulation.

#### COMMERCIAL NETWORK PROGRAMS

It is provided by subsection (f) of section 8 of the Canadian Radio Broadcasting Act, 1932, that: "The Commission may prohibit the organization or operation of chains of privately operated stations in Canada." In order to assist commercial sponsors and privately owned stations, and to expedite the issue of necessary authority, the Commission established a division to deal entirely with applications for the arrangement of networks for commercial programs. This action was further necessary in order to co-ordinate the Commission sustaining schedule with commercial network programs and to avoid confusion.

Complete data on costs of station time and wireline costs have been assembled and the Commission is now a central authority not only for authorizing commercial networks but for issuing quotations on the cost of networks required. It should be observed that this action was taken for the purpose of administering the control of chain broadcasts as required by subsection (f) of section 8 of the Canadian Radio Broadcasting Act as quoted above.



## ENGINEERING ACTIVITIES OF THE COMMISSION

During the past fiscal year the Commission continued to operate the seven transmitting stations acquired during the previous two years. Steps have already been taken to improve the Vancouver station by the installation of a modern 5,000 watt transmitter with adequate studios. Land has been obtained in a suitable location, well removed from the Government airport, and a contract let for the erection of a transmitter building. The Commission intends erecting a 400-foot vertical radiator on this site in order to insure satisfactory reception on Vancouver island. The new facilities will be in operation by the fall of 1936.

### *Station Improvements*

During this period the Commission has improved and enlarged its studio accommodation at Toronto and Montreal. At Montreal a large new studio was built and a master control room was added for the entire group of studios.

In constructing the new main control room, facilities were provided to handle all special events programs. The Montreal studios now constitute the Commission's main control centre for the distribution of all overseas and other special programs to both Canadian and United States networks. Additional office space and suitable accommodation for the musical and record library was also provided.

At Windsor, the Commission opened studios of its own in the Prince Edward Hotel. This move was necessitated by the increased activities of the Commission's station and by the changed operating conditions resulting when the Western Ontario Broadcasting Company joined the Mutual Broadcasting System.

From its organization in 1933 the Engineering Division has been continually studying the problem of improving broadcast coverage in Canada. This study has covered many subjects including the acoustical properties of studios, the efficiency of transmitters and the design of antenna systems for improved coverage from existing transmitting stations. The information so obtained is available to all station owners in Canada and the engineering staff has, in this way, been able to give technical assistance to many privately owned stations. As an example of these activities, the Commission designed complete antenna systems for the new 1,000 watt stations CJRC at Winnipeg and CJRM Belleplaine. The systems, now being installed at these points, are among the most modern in the world and, in each case, include a 400-foot vertical radiator of the most recent design. In addition complete studio designs have been prepared for a number of stations, including CFRC, Queen's University, Kingston, and CKSO, Sudbury, Ontario.

### *Frequency Control*

The frequency control stations at Ottawa and Strathburn now make a daily frequency check on more than one third of all Canadian broadcast stations. In addition regular monthly measurements are made on more than one half of the total number of transmitters. At the end of the fiscal year there were 70 stations on the normal broadcast band and 8 short wave stations in operation in Canada. Of this number, 28 were checked daily, 14 others were included in the monthly check and 4 were measured at irregular intervals. In addition frequent checks were made on United States stations which share channels with Canadian stations.

### *Field Surveys*

Permission was granted during the year to seven privately owned stations to increase power and in each case, before authority was given, a field survey was carried out by Commission engineers. At Hamilton, a complete field survey

was made in order to select an improved site for station CHML. This study included the design of a directive antenna system in order to offset interference from United States stations on the same channel. At Trail, B.C., and New Carlisle, P.Q., surveys were made to select more suitable frequencies for these locations.

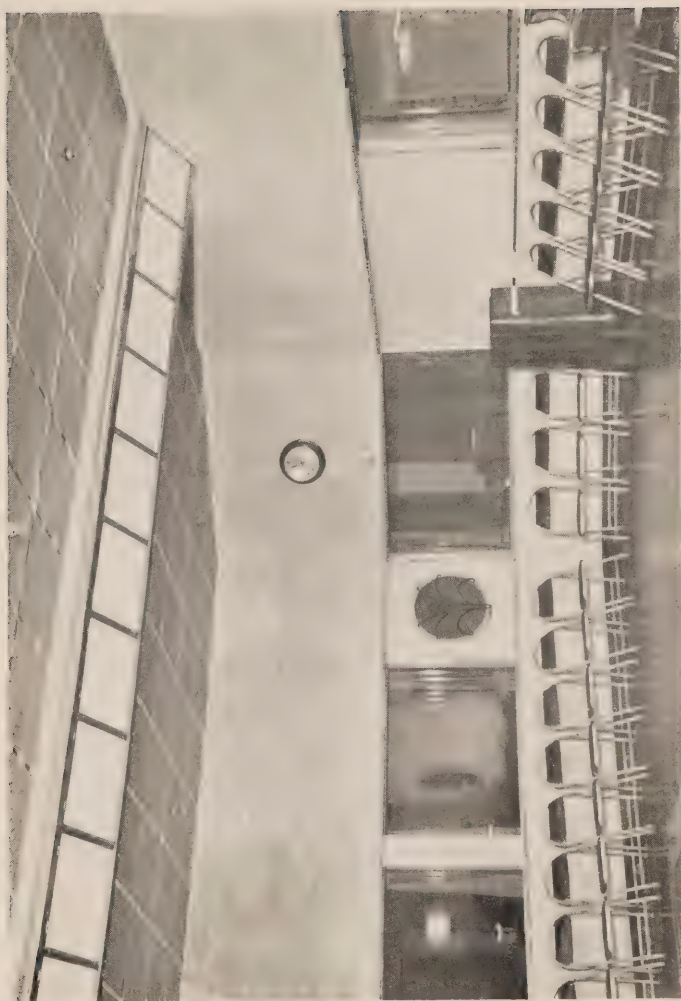
In order to facilitate this work, field strength measuring apparatus, with automatic recording equipment designed by Commission engineers, was installed in the Commission's survey car and, in addition, a complete installation was placed permanently at the Strathburn control station.

### *Control of Broadcasting*

Further progress was made during 1935-36 on the enforcement of the technical regulations. At the end of the fiscal year 69 stations out of a total of 78 stations met the technical requirements of the Commission in every respect. This is an increase of 17 stations over the preceding year. The remaining 9 stations, all of 100 watt capacity, are now operating with improved facilities and, with the exception of minor infractions, meet the existing technical regulations.

### *International Co-operation in Broadcasting*

In co-operation with the Department of External Affairs, the Commission has been endeavouring to effect an agreement with the Mexican Government in order to eliminate interference now existing on two of Canada's clear channels, namely 840 K.C. and 960 K.C. While these efforts have not yet been entirely successful, the Canadian authorities are still hopeful that the negotiations will be satisfactorily concluded in the near future.

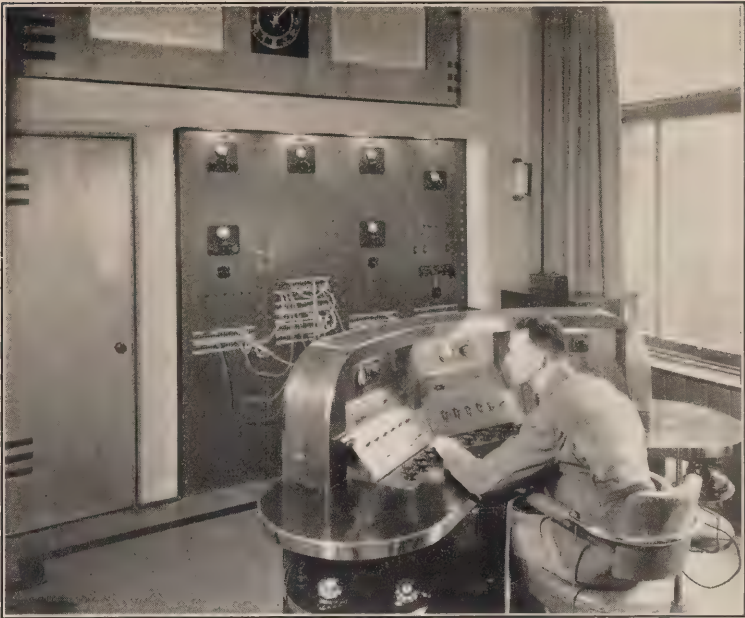


The main orchestral studio of the Canadian Radio Commission, Montreal, P.Q.





The talks studio, The Canadian Radio Commission, Montreal, P.Q.



The point from which the annual Christmas Day program is handled.—The Master Control Room. The Canadian Radio Commission Studios. Montreal, P.Q.



Canada's Link with the Empire. The Short Wave Receiving Station of the Canadian Radio Commission, Ottawa, Ontario.



### THE NORTHERN MESSENGER SERVICE

This map shows the area covered by the Northern Messenger Service of the Canadian Radio Commission. Each black dot represents a point to which traffic has actually been delivered during the period of operation of the Northern Messenger Service during the past year, November 2, 1935 to May 9, 1936. The points indicated are not reached by any commercial wire line service.

STATEMENT OF EXPENDITURES OF THE CANADIAN RADIO BROADCASTING COMMISSION FOR THE FISCAL YEAR 1935-36

ANNUAL REPORT, 1935-36

21

	Salaries	Adminis- tration	Operation of Stations		New Construc- tion		Technical Apparatus	Station Network		Programs	Total
			\$	cts.	\$	cts.		Leased Time	Wire Lines		
CHICOUTIMI.....		391 76	485 30					11,226 00	407 88	2,938 14	15,449 08
HALIFAX.....	4,690 18	2,991 37	3,476 38					9,000 00	253 56	15,096 24	35,507 73
HEADQUARTERS.....	110,217 18	57,010 31	3,182 29				8,307 61		202 19		178,919 58
MONTREAL.....	29,524 13	6,806 45	14,586 62	25,275 96			1,407 21	23,840 37	4,505 16	160,813 44	266,759 34
OTTAWA CRCO.....	18,349 42	1,493 79	16,271 57	379 04			3,849 53		2,064 72	16,250 61	58,658 68
QUEBEC.....	7,078 53	1,034 92	5,260 26					19,167 01	894 62	17,216 76	50,652 10
REGINA.....	3,930 00	4,895 62	1,320 00					6,000 00	180 70	15,899 74	32,226 06
STRATHBURN.....	1,496 25	128 63	824 01	353 36			34 14		240 00		3,076 39
TORONTO.....	40,294 72	5,677 01	23,628 01	2,552 24			2,338 52	49,258 23	7,534 56	120,509 58	251,792 87
VANCOUVER.....	12,047 56	2,645 07	4,605 46	14,567 64					1,330 42	27,412 87	62,609 02
WINDSOR.....	5,437 50	2,394 38	16,249 64	21,550 52					829 13	8,612 58	55,073 75
OTTAWA MONITOR- ING STATION AND FIELD SURVEY NETWORK EXPENSE.....		177 76	1,822 51	21,111 41			7,742 03				
TOTAL.....	233,065 47	85,647 07	91,712 05	85,790 17			23,679 04	110,789 17	432,963 34	117,634 63	692,240 85
								229,280 78	451,406 28	502,384 59	1,702,965 45

Certified correct,

W. R. MORTIMER,

Accountant, Canadian Radio Broadcasting Commission.

Certified correct,

G. M. SILVER,

Representative of the Treasury, Department of Finance.

CANADIAN RADIO BROADCASTING COMMISSION  
STATEMENT OF RECEIPTS AND EXPENDITURES FOR THE FISCAL YEAR 1935-36

GOVERNMENT BROADCASTING ACCOUNT

RECEIPTS		EXPENDITURES	
Parliamentary Vote 241.....	\$ 1,500,000 00	Salaries.....	\$ 233,065 47
Salary Deduction Act Shortage.....	7,556 11	Administration.....	85,647 07
From Commercial Revenue.....	195,409 34	Operation of Stations.....	91,712 05
		New Construction.....	85,790 17
Total Receipts.....	\$ 1,702,965 45	Technical Apparatus.....	23,679 04
		National Network.....	680,687 06
		Programs.....	502,384 59
		Total Expenditures.....	\$ 1,702,965 45

COMMERCIAL BROADCASTING TRUST ACCOUNT

RECEIPTS		EXPENDITURES	
Balance carried forward from 1934-35.....	\$ 844 79	Expenditures from Trust Account 1935-36.....	\$ 135,714 21
Collections 1935-36.....	371,048 84	Transferred to Government Broadcasting Account.....	195,409 34
Total commercial revenue 1935-36.....	371,893 63	Surplus carried 1936-37.....	40,770 08
		Total Trust Account.....	\$ 371,893 63

Certified correct,  
W. R. MORTIMER,  
*Accountant, Canadian Radio Broadcasting Commission.*

Certified correct,  
G. M. SHAVER,  
*Representative of the Treasury, Department of Finance.*



## LIST OF BROADCASTING STATIONS IN CANADA

Alphabetically in Regions

Corrected to March 31, 1936.

## PRIVATE COMMERCIAL STATIONS

Location	Licensee	Licensed Power in Watts	Frequency in Kilocycles	Call Sign
<b>BRITISH COLUMBIA—</b>				
CHILLIWACK	Chilliwack Broadcasting Co., Ltd., Wellington Ave., Chilliwack.	100	780	CHWK
KAMLOOPS	Review Publishing Co., Ltd., Wilcox-Hall Bldg., Kamloops.	100	880	CFJC
KELOWNA	Okanagan Broadcasters, Ltd., Water Street and Mill Avenue, Kelowna.	100	630	CKOV
LULU ISLAND	Canadian Radio Broadcasting Commission, C.N.R. Station Bldg., Vancouver.	1000	1100	CRCV
PRINCE RUPERT	Felix E. Batt, P.O. Box 79, Prince Rupert.	50	580	CFPR
SEA ISLAND	G. C. Chandler, Hotel Grosvenor, 846 Howe Street, Vancouver.	500	600	CJOR
TRAIL	Kootenay Broadcasting Co., Ltd., Trail.	1000	910	CJAT
VANCOUVER	United Church of Canada, Cor. Hemlock and 12th Avenue, Vancouver.	50	1410	CKFC
	Sprott-Shaw Radio Co., Room 1604, Bekins Bldg., Vancouver.	100	1410	CKMO
	Vancouver Daily Province, 142 Hastings Street W., Vancouver.	100	1010	CKCD
	Western Broadcasting Co., Ltd., Hotel Georgia, 801 George Street West, Vancouver.	100	1010	CKWX
VICTORIA	Victoria Broadcasting Association, 620 View Street, Victoria.	50	1450	CFCT
<b>NORTHWEST TERRITORIES—</b>				
AKLAVIK	Dr. J. A. Urquhart, Medical Health Officer, Department of Interior, Aklavik, N.W.T.	50	1210	CJCU
<b>WESTERN PROVINCES—</b>				
BELLEPLAINE	Jas. Richardson & Sons, Ltd., 311 Main Street North, Moose Jaw, Sask.	1000	540	CJRM



## PRIVATE COMMERCIAL STATIONS—Continued

Location	Licensee	Licensed Power in Watts	Frequency in Kilocycles	Call Sign
<b>WESTERN PROVINCES—Con.</b>				
BELMONTVIEW	The Edmonton Journal, 10122 100A Street, Edmonton, Alta.	1000	720	CJCA
BRANDON	Manitoba Telephone System, Rosser Avenue, Brandon, Man.	100	1120	CKX
CALGARY	Albertan Publishers, Ltd., New Albertan Bldg., Calgary, Alta.	100	690	CJCL
	The Calgary Herald, Southam Building, Calgary, Alta.	100	930	CFAC
EDMONTON	G. R. A. Rice, C.P.R. Bldg., Edmonton, Alta.	100	1260	CFRN
HEADINGLY	Manitoba Telephone System, Sherbrooke Street, Winnipeg, Man.	15000	910	CKY
LETHBRIDGE	H. R. Carson, Ltd., Marquis Hotel, Lethbridge, Alta.	100	950	CJOC
MIDDLECHURCH	Jas. Richardson & Sons, Ltd., 157 Royal Alexandra Hotel, Winnipeg, Man.	1000 Day } 500 Night }	630	CJRC
	Jas. Richardson & Sons, Ltd., 157 Royal Alexandra Hotel, Winnipeg, Man.	2000	6150	CJRO
	Jas. Richardson & Sons, Ltd., 157 Royal Alexandra Hotel, Winnipeg, Man.	2000	11720	CJRX
MOOSE JAW	C. H. A. B., Limited, Grant Hall Hotel, Moose Jaw, Sask.	100	1200	CHAB
PILOT BUTTE	R. H. Williams & Sons, Ltd., Kitchener Hotel, Regina, Sask.	500	1010	CHWC
PRINCE ALBERT	Prince Albert Radio Club, Canada Bldg., Central Avenue, Prince Albert, Sask.	100	1210	CKBI
REGINA	Leader-Post, Ltd., 1853 Hamilton Street, Regina, Sask.	500	1010	CKCK
SASKATÖON	Electric Shop, Ltd., 216 First Avenue North, Saskatoon, Sask.	1000	840	CFQC
SOUTH EDMONTON	University of Alberta, Edmonton, Alta.	500	580	CKUA
STRATHMORE	W. W. Grant & H. G. Love, Toronto General Trusts Bldg., Calgary, Alta.	10000	1070	CFCN
YORKTON	James Richardson & Sons, Ltd., Royal Alexandra Hotel, Winnipeg, Man.	100	1390	CJGN

## PRIVATE COMMERCIAL STATIONS—Continued

Location	Licensee	Licensed Power in Watts	Frequency in Kilocycles	Call Sign
<b>ONTARIO—</b>				
BOOM ISLAND (Quebec)	Dr. G. M. Geldert, 272 Somerset Street West, Ottawa.	100	1010	CKCO
BOWMANVILLE	Canadian Radio Broadcasting Commission, 805 Davenport Road, Toronto.	5000	840	CRCT
	Canadian Radio Broadcasting Commission, 805 Davenport Road, Toronto.	1000	6090	CRCX
BRANTFORD	Telephone City Broadcast, Ltd., Arcade Bldg., Brantford.	100	930	CKPC
CHATHAM	John Beardall, The William Pitt Hotel, Chatham.	100	630	CFCO
COBALT	R. L. MacAdam, Cobalt.	50	1210	CKMC
FRUITLAND	Wentworth Radio Broadcasting Co., Ltd., Wentworth Bldg., Hamilton.	1000 Day } 500 Night }	1120	CKOC
HAWTHORNE	Canadian Radio Broadcasting Commission, Chateau Laurier, Ottawa.	1000	880	CRCO
KINGSTON	Queen's University, Fleming Hall, Kingston.	100	1510	CFRC
KIRKLAND LAKE	Northern Broadcasting Co., Ltd., Kirkland Lake.	1000	530	CJKL
LONDON	London Free Press & Printing Co., Ltd. Richmond Street, London.	100	730	CFPL
SALTFLEET TWP, BARTON COUNTY	Maple Leaf Radio Co., Ltd., Pigott Bldg., Hamilton.	100	1010	CHML
NEELON TWP.	W. E. Mason, Grand Theatre Bldg., Sudbury.	1000	780	CKSO
NORTH BAY	Roy H. Thomson, Capitol Theatre Bldg., North Bay.	100	930	CFCH
PORT ARTHUR	Dougall Motor Car Co., Ltd., Royal Edward Hotel, Port Wilham,	100	720	CKPR
PORT DALHOUSIE	E. T. Sandell, The Welland House, King Street, St. Catharines.	100	1200	CKTB
PRESCOTT	Radio Association of Prescott, Hoy Building, 307 George Street, Prescott.	100	930	CFLC

PRIVATE COMMERCIAL STATIONS—*Continued*

Location	Licensee	Licensed Power in Watts	Frequency in Kilocycles	Call Sign
<b>ONTARIO—Con.</b>				
SANDWICH SOUTH TWP., ESSEX COUNTY	Western Ontario Broadcasting Co., Ltd. Guaranty Trust Bldg., Windsor.	5000	1550	CKLW
	Canadian Radio Broadcasting Commission, Prince Edward Hotel, Windsor.	1000 Day 500 Night	600	CRCW
STRATFORD	M. I. Higgins, 151 Ontario Street, Stratford.	50	1210	CJCS
TARENTORUS TWP., DIST. OF ALGOMA	J. G. Hyland & J. C. Whitby, Windsor Hotel, 678 Queen Street East, Sault Ste. Marie.	100	1560	CJIC
TIMMINS	R. H. Thomson, Press Bldg., Timmins.	100	1420	CKGB
TORONTO	Dominion Battery Co., Ltd., 444 University Avenue, Toronto.	100	580	CKCL
TOWNSHIP OF KING	Rogers-Majestic Corp., Ltd., 37 Bloor Street West, Toronto.	10000	690	CPRB
WATERLOO	W. C. Mitchell & G. Liddle, 24 King Street South, Waterloo.	100	1510	CKCR
WINGHAM	Wingham Radio Club, P.O. Box 65, Wingham.	50	1200	CKNX
<b>QUEBEC</b>				
CHARLESBOURG	Canadian Radio Broadcasting Commission, Chateau Frontenac, Quebec.	1000	1050	CRCQ
CHICOUTIMI	Canadian Radio Broadcasting Commission, Chicoutimi.	100	950	CRCU
HULL	C.K.C.H. Radio Broadcasting Co., of Hull, Ltd. 85 Champlain Avenue, Hull.	100	1210	CKCH
LA PRAIRIE	Canadian Radio Broadcasting Commission, 1231 St. Catherine Street W., Montreal.	5000	910	CRCM
MONTREAL	Canadian Marconi Co., Ltd., P.O. Box 1690, Montreal.	400	600	CFCF
	La Patrie Publishing Co., Ltd., Sun Life Bldg., Montreal.	100	1120	CHLP
NEW CARLISLE	The Gaspesian Radio Broadcasting Co., Ltd., New Carlisle.	100	660	CHNC

PRIVATE COMMERCIAL STATIONS—*Concluded*

Location	Licensee	Licensed Power in Watts	Frequency in Kilocycles	Call Sign
<b>QUEBEC—Con.</b>				
QUEBEC	C.H.R.C., Limited, Victoria Hotel, Quebec.	100	580	CHRC
	C.K.C.V., Limited, 254 Avenue Marguerite-Bourgeois, Quebec.	100	1310	CKCV
ST. HYACINTHE	La Presse Publishing Co., Ltd., 980 St. Catharine Street W., Montreal.	5000	730	CKAC
<b>MARITIMES—</b>				
BEDFORD	Maritime Broadcasting Co., Ltd., Lord Nelson Hotel, Halifax, N.S.	1000	930	CHNS
CHARLOTTETOWN	W. E. Burke & J. A. Gesner, 36 Upper Hillsboro Street, Charlottetown, P.E.I.	50	1310	CHCK
FREDERICTON	J. S. Neill & Sons, Ltd., York Street, Fredericton, N.B.	1000 Day } 500 Night }	550	CFNB
MALPEQUE ROAD (Near Charlottetown)	The Island Radio Broadcasting Co., Ltd., Canadian National Hotel, Charlottetown, P.E.I.	1000	630	CFCY
MONCTON	Moncton Broadcasting Co., Ltd., K. of P. Hall, Moncton, N.B.	100	1370	CKCW
SAINT JOHN	New Brunswick Broadcasting Co., Ltd. Admiral Beatty Hotel, Saint John, N.B.	1000 Day } 500 Night }	1120	CHSJ
SOUTH BAR HIGH- WAY (Near Sydney)	N. Nathanson, 318 Charlotte Street, Sydney, N.S.	1000	1240	CJCB
SUMMERSIDE	R. T. Holman, Ltd. Holman Building, 190 Water Street, Summerside, P.E.I.	50	1450	CHGS
WOLFVILLE	Acadia University, Wolfville, N.S.	50	1010	CKIC
YARMOUTH	Laurie L. Smith, Grand Hotel, Yarmouth, N.S.	100	1310	CJLS



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REPORT

OF THE

# CANADIAN BROADCASTING CORPORATION

1936/37

FOR THE PERIOD NOVEMBER 2, 1936 TO MARCH 31, 1937



OTTAWA

J. O. PALENAUDE, I.S.O.

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1937



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-A55

Government  
Publications

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OTTAWA  
J. O. PATENAUDE, I.S.O.  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1938



*To His Excellency the Right Honourable Baron Tweedsmuir of Elsfield,  
G.C.M.G., C.H., Governor General and Commander-in-Chief of the Dominion  
of Canada.*

MAY IT PLEASE YOUR EXCELLENCY:

The undersigned has the honour to lay before Your Excellency the accompanying Annual Report of the Canadian Broadcasting Corporation for the period from November 2, 1936, to March 31, 1937.

Respectfully submitted,

C. D. HOWE,  
*Minister of Transport.*

OTTAWA, January 11, 1938.





OTTAWA, January 11, 1938.

The Hon. C. D. HOWE,  
Minister of Transport,  
Ottawa, Ont.

SIR:

In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, I have the honour to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the period from November 2, 1936, to March 31, 1937.

I have the honour to be,

Sir,

Yours faithfully,

L. W. BROCKINGTON,

*Chairman, Board of Governors.*



# REPORT OF THE CANADIAN BROADCASTING CORPORATION

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This is a report of the activities of the Canadian Broadcasting Corporation from its inception on November 2, 1936, until the end of the fiscal year on March 31, 1937.

In accordance with The Canadian Broadcasting Act, 1936 (1. Edward VIII, Chapter 24) the Canadian Broadcasting Corporation replaced the Canadian Radio Broadcasting Commission on November 2, 1936, assuming the assets, liabilities and principal functions of the Commission. The status of the new organization is that of a public corporation. It is directed as to policy by an unsalaried Board of nine Governors, appointed by the Governor-in-Council for three years, and as to management by a general manager as chief executive and an assistant general manager. It is responsible to Parliament through the Minister of Transport.

The first Board of Governors, appointed in accordance with Section 3 of the Act, was as follows:—

Leonard Brockington, K.C., Winnipeg (Chairman);

Rene Morin, N.P., Montreal (Vice Chairman);

Mrs. Nellie McClung, Victoria;

J. Wilfrid Godfrey, Halifax;

Captain, the Rev. Alexandre Vachon, Quebec;

Colonel Wilfred Bovey, Montreal;

N. L. Nathanson, Toronto;

Alan B. Plaunt, Ottawa;

Brig.-General Victor W. Odlum, Vancouver.

Following a preliminary meeting held in Ottawa on September 26-27, the first formal meeting of the Board was held in Ottawa on November 2-4. The second meeting was held in Ottawa on December 17-19 and the third on March 8-11, 1937.

Meetings will be held in various parts of Canada as convenient. It is felt that local interests and aspirations can best be considered in this way.

## ACTIVITIES OF THE CORPORATION, NOVEMBER 2, 1936- MARCH 31, 1937

The first duty of the Corporation was to implement the provisions of the Act relating to the appointment of a general manager and an assistant general manager. On November 2, the Board of Governors unanimously recommended the appointment of Mr. W. E. Gladstone Murray as general manager, and Dr. Augustin Frigon as assistant general manager. The necessary resolutions were also passed to enable the Corporation to take over the staff of the Canadian Radio Broadcasting Commission, and to maintain in force the regulations made by that body until consideration could be given to their revision. A set of by-laws regulating the activities and relations of officers and employees and the procedure to be followed at meetings of the Board was also passed and approved.

It was also laid down that "to improve the relations between the Canadians who speak French and those who speak English, is a fundamental policy of the Corporation" and that the Corporation must plan its development on the basis of "cordial and generous relations between the two great mother races."

The activities of the Corporation may be described under the following heads: engineering, wire lines, programs, exchanges and external relations, public relations, political broadcasting and financial.

## ENGINEERING

*Technical Survey and Plan.* The coast to coast network arrangements which the Corporation took over comprised a system of eight publicly owned or leased stations and 14 privately owned stations, linked together by land lines for 6 hours daily (8½ hours on Sunday). The privately owned stations on the network were contracted to carry a minimum of 2 hours of public service programs daily, for which they received subsidies totalling \$94,499.60 per annum.

As a necessary preliminary to a plan of national coverage, the Corporation has conducted an exhaustive and comprehensive field strength survey to determine the effective coverage of all stations in Canada. This survey showed that the national network gave effective service to only 49 per cent of Canada's population and that this coverage was predominantly urban.

The plan approved by the Corporation as the minimum necessary to carry out its purposes will increase the coverage of the network to 84 per cent of the population. The plan involves the construction of high power stations in Western Canada, Ontario, Quebec and the Maritimes, together with a national short wave system and supplementary improvements.

The first instalment of the plan, namely 50,000 watt regional transmitters at Hornby, Ontario, and Vercheres, Quebec, was initiated in the period under review. These stations should be in operation before the end of 1937. Finance is provided from a Dominion loan in accordance with Section 17 of the Act. The next instalment of the plan—high power units in the Maritimes and in Western Canada—is also under consideration and will be proceeded with as funds permit. A high power short wave system is also under consideration.

On February 16th the British Columbia regional transmitter, CBR, and the new studios in the Canadian National Hotel in Vancouver were officially opened. These improvements were initiated by the Canadian Radio Broadcasting Commission in October, 1936. They comprise a substantial step in the improvement of the national network as well as in service to British Columbia listeners. During this period studios were improved in Halifax, Montreal, Ottawa and Toronto. Because of acute foreign interference with the Corporation's Toronto outlet "CRCT," a 100-watt transmitter (CRCY) was installed, to give temporary auxiliary service to the city of Toronto.

*Procedure in applications for licences.*—As trustee of the national interest in broadcasting, the Corporation is required by the Act to consider all applications for new licences, increase in power, change of channel and similar matters. All such applications were first sifted by a joint technical committee consisting of experts of the Corporation and of the Department of Transport. They were then considered by the Corporation in relation to public policy and the plan of national coverage. Recommendations were afterwards made to the Minister of Transport.

*Television.*—Careful watch was kept so that the development of television in Canada might be controlled in the public interest. Meanwhile television licences will be recommended for experimental purposes only to applicants financially able to conduct research.

*Havana wavelength Conference.*—The coverage survey conducted by the Corporation revealed that almost all of the six "clear" and twenty-four "shared" channels allotted to Canada by international agreement were subject to interference from outside Canada, stations in and around Toronto, Montreal, Winnipeg, Saskatoon and Edmonton being most seriously affected. To obviate this interference and to bring about a continental wavelength agreement or treaty which would include Mexico, Cuba, and Central America, the Corporation requested the Minister of Transport to initiate the necessary diplomatic steps leading to a round table conference. As a result, a preliminary conference of experts from Canada, the United States, Mexico and Cuba met at Havana from March 15th to March 19th and arrived at a tentative basis of redistribution. This basis if adopted would greatly facilitate the development of Canada's long term coverage plan and would reduce outside interference. It was arranged for the conference to assemble in plenary session in November.

*Wire Lines.*—The Corporation opened negotiations for a revision of the existing wire lines contract. The contract taken over from the Radio Commission provided for a national network service of 6 hours daily and 8½ hours on Sunday. The Corporation hopes to arrange for a revision of this contract to increase the network service to 12-16 hours daily. This would add greatly to the effectiveness of the network and permit schools and other daytime services to be developed.

### PROGRAMS

Parallel with its coverage survey, the Corporation conducted a program survey of Canada. The object of the survey was to determine the extent and character of Canadian resources and the most effective form of program organization. At the same time a survey of programs suitable and obtainable in the United States, Great Britain, France and elsewhere was conducted.

The Canadian survey revealed a great variety of talent and program material, much of which however required training and development. The survey also suggested that because of time divisions and the regional character of much of the program material, production should be decentralized into 5 principal regions—the Maritimes, Quebec, Ontario, the Prairie Provinces and British Columbia. Programs are accordingly being organized largely on the basis of these 5 regions with principal production facilities for the time being at Halifax, Montreal, Toronto, Winnipeg and Vancouver.

The program policy of the Corporation was to emphasize characteristic Canadian material in its own programs and to relay over its network the best programs obtainable from other sources. There was thus a degree of competition on the Corporation's network between its own programs, those of commercial sponsors and those imported from the United States' chains, Great Britain and elsewhere. The following were some of the principal programs or series of programs in the period under review.

*Music.*—The Corporation's policy was to encourage to the greatest extent compatible with its resources the development of existing Canadian symphony organizations in Montreal, Quebec, Toronto, Winnipeg, Calgary and Vancouver and to relay over its network the major orchestras available from the United States. Accordingly the Sunday afternoon concerts of the New York Philharmonic Society were again broadcast over the national network from November 8th during the normal winter season, through the courtesy of the Columbia Broadcasting System.

The Corporation is pleased to report the appointment of Sir Ernest McMillan, Conductor of the Toronto Symphony Orchestra and Principal of the Toronto Conservatory of Music, and Wilfrid Pelletier, Conductor of the Metropolitan Opera Orchestra, as its musical advisors.



Through the courtesy of the National Broadcasting Company, the famous Saturday afternoon Metropolitan Opera broadcasts were made available over the national network on Saturday afternoons. The operas covered included "Carmen," "Die Walkure," "Tales of Hoffman," "Siegfried," "Aida," "Manon," "Norma," "Lucia di Lamermoor," "La Traviata," "Mignon," "Faust" and "Lohengrin."

Concert music broadcast from CBC studios included:—

"Melodic Strings" under the direction of Alexander Chuhaldin from Toronto (national network). November 2nd—March 29th.

"Radio Concert Canadien" from Montreal (national network). November 5th—March 26th.

"La Petite Symphonie de Quebec" (national network). November 7th—April 1st.

"Fanfare," orchestra and soloists under the direction of Bruce Holder, from Saint John (Eastern and Midwest networks). November 2nd—April 1st.

"Echoes of the Masters" directed by Geoffrey Waddington from Toronto (Eastern and Midwest networks). January 1st—April 1st.

"Acadian Serenade" from Halifax (national network). January 1st—April 1st.

"Les Maitres de la Musique" music and biographies of famous composers, from Montreal (French network). November 2nd—April 1st.

The Corporation presented 88 programs of the chamber music type. Among the outstanding were:—

A series presented from Vancouver under the direction of the Hungarian concert violinist, Jean de Rimanczy (British Columbia network).

"The Chateau Frontenac Ensemble" from Quebec (Eastern network).

Library of Congress Chamber Musicale over the national network, January 6th—January 27th. (An exchange feature with the NBC networks.)

Chamber Musicale from Montreal and Toronto (national network).

New World Chamber Orchestra from Toronto (national network).

The Toronto Trio (national network).

The Toronto Conservatory String Quartet (national network).

Montreal String Quartet (national network).

The Eolien String Group from Montreal (national network).

Special programs of sacred music were presented on Good Friday and Easter Sunday. The "Seven Last Words of Christ" and "Pour la Vigile du Vendredi Saint" were produced in Montreal for the national network, while the CBS made available the Easter Sunrise Service from Hollywood Bowl. Other outstanding Easter programs included Handel's oratoria "Judas Maccabeus," "King Olaf," an oratorio by Elgar, and "Unto the Hills," all of which went from Toronto to the national network.

An experiment undertaken in conjunction with the Ontario Department of Education proved successful. This comprised a series of junior choral concerts given by school children from the following cities:—

From Toronto over the national network on February 9th and March 31st, and on March 9th over the Eastern and Midwest networks.

From Hamilton over the Eastern and Midwest networks, February 16th—March 16th.

From Kitchener over the Eastern and Midwest networks on February 23rd.

From Windsor over the Eastern and Midwest networks on March 2nd.

From Ottawa over the Eastern and Midwest networks on March 23rd.

"Lord Selkirk School Chorus," directed by G. R. Brunet, from Winnipeg to the national network on March 25th, was also a worthy demonstration of training.

*Light Entertainment.*—In the field of light entertainment, the programs made available by the Corporation covered a wide field and included light opera, variety, vocal ensembles and dance music.

*Dramatic Productions.*—Dramatic productions continued to attract a large following, the Corporation attempting to encourage the writing and production of plays by Canadian authors.

*Outside Broadcasts.*—A feature introduced during this period and which has gained the Corporation a very considerable amount of good-will is the "Night Shift" series. This series comprised descriptions of typical aspects of life and industry in Canada. The following broadcasts were given over the national network:—

A Mine at Sydney, N.S.—February 4th.

A Lighthouse at Chebucto Head, N.S.—February 11th.

A Fox Farm in Charlottetown—February 18th.

The Harbour at St. John, N.B.—February 25th.

A pulp mill at Quebec—March 4th.

A Cellophane plant at Shawinigan—March 11th.

The Head Office of the Bell Telephone Co. at Montreal—March 18th.

The Royal Mint at Ottawa—March 25th.

It was proposed to extend this series to cover the rest of Canada.

*Special Programs.*—Special programs covered a wide range of topics, those of principal importance being the broadcasts incidental to the Abdication crisis and Coronation ceremonies. The abdication message of King Edward VIII was relayed to Canada by the BBC and broadcast over the national network on December 11, 1936. The ceremonies at the Proclamation of Accession of King George VI on December 12 were also rebroadcast over the network and were followed by the broadcast of the proclamation in Canada by the Right Honourable W. L. Mackenzie King, Prime Minister, in English, and the Honourable Ernest Lapointe, Minister of Justice, in French. This program was relayed to Great Britain by transatlantic telephone beam and thence despatched

to the British Empire, France and other countries of Europe. Perhaps the bilingual character of Canada was never more strikingly emphasized. Moreover the program had unique historical significance in that it was the first occasion in which a proclamation of the kind was formally delivered to the whole people through the voice of the Prime Minister.

Other important special programs included:—

### 1936

- November 4*—Addresses by L. W. Brockington and Rene Morin, respectively Chairman and Vice-Chairman of the Canadian Broadcasting Corporation, Montreal and Ottawa to national network.
- November 5*—Canada's Salute to NBC on the occasion of NBC's 10th anniversary. Musical programs—Montreal; dramatization—Toronto, to national network.
- November 9*—The Right Honourable W. L. Mackenzie King, Prime Minister of Canada, speaking under auspices of the League of Nations Society, Ottawa to national network.
- November 11*—Remembrance Day broadcast presented under auspices of the Canadian Legion of the British Empire Service League. Speakers: The Right Honourable W. L. Mackenzie King, Prime Minister of Canada; Colonel W. W. Foster, Dominion 1st Vice-President of the Canadian Legion. Music by the Choir of the Toronto Conservatory of Music and the Toronto Symphony Orchestra under the direction of Sir Ernest MacMillan. Toronto to national network.
- November 30*—St. Andrew's Day Broadcast. Addresses by His Excellency Lord Tweedsmuir under auspices of St. Andrew's Society, Ottawa, to national network.
- December 3*—Government Home Improvement Plan. Speakers: Arthur B. Purvis, chairman of the National Employment Commission; Honourable Norman Rogers; Honourable C. A. Dunning; Honourable Ernest Lapointe; Right Honourable W. L. Mackenzie King, Ottawa to national network.
- December 11*—Message from King Edward VIII (BBC), Ottawa to national network.
- December 12*—9.45 a.m. Proclamation of Accession of George VI (BBC). 10.10 a.m. Proclamation of Accession by the Prime Minister of Canada and Honourable E. Lapointe. To national network.
- December 24*—Christmas Broadcasts: Midnight Mass—Rome (Via CBS-NBC). Carols from Whitechapel (London). Bringing Christmas to the Frontier (Ottawa).
- December 25*—Gilbert & Sullivan Christmas program (NBC); A Radio Christmas Party (London); Dresden Boys' Choir (Germany) (Via NBC); Canada Broadcasts Christmas (Various pick-ups); Mistletoe and Holly (Toronto).
- December 31*—Watchnight Service, rebroadcast BBC (Ottawa); New Year's Greetings from the Maritimes (Saint John).

### 1937

- January 14*—Speech from the Throne—French and English versions, Ottawa to national network.
- February 16*—Official opening of new 5,000 watt transmitter and studios of CRCV. Vancouver to national network.

1937

*February 24*—Opening of Quebec Provincial Parliament.

*February 27*—Rebroadcast of Canada-Switzerland International Hockey Final from Wembley, from BBC.

*March 6*—An exchange program of unusual interest and quality from the NBC, New York, to the Mideast network, Liederkranz Society Program, German choral singing, Folk songs.

*March 16*—Addresses from the Dominion Council of Mayors and National Council of Municipalities, from Ottawa and Toronto to the national network.

*March 19*—BBC Commentary direct from Aintree, England, on the Grand National Steeplechase, to national network.

*News.*—A resume of the day's news continued to be presented from Toronto daily at 10.45 p.m. E.S.T. to the national network, together with the weather forecast bulletin. To serve listeners in the Maritime Provinces, an earlier bulletin was broadcast over the Maritime network at 6.30 p.m. E.S.T. daily. For the benefit of listeners in Quebec, a French bulletin was broadcast at 7.30 p.m. E.S.T. These bulletins were prepared by The Canadian Press and were provided without cost to the Corporation through the courtesy of that organization. The weather forecast bulletins were made available through the co-operation of the Meteorological Service of Canada, Department of Transport. The Corporation also acknowledges the co-operation of the Dominion Bureau of Statistics in supplying "A fact a day about Canada" which was broadcast after the news and weather bulletins in this period.

The Corporation appreciates the co-operation of The Canadian Press. With the proposed increase of broadcasting hours over the network, it is hoped that additional daytime bulletins can be arranged.

With the co-operation of the Toronto Stock Exchange, stock quotations were broadcast daily, except Sunday, at 5.45 p.m. E.S.T. from Toronto to the Ontario network and at the same hour through the co-operation of the Montreal Stock Exchange and the Montreal Curb, quotations were given on the Quebec and Maritime networks.

*Talks.*—A carefully planned program of talks, speeches, book reviews, debates and round table discussions was inaugurated. The talks covered a wide range of subjects, some being—

"The Broken Arc," a weekly series with Dr. Stanley Russell and B. K. Sandwell as alternate speakers (Toronto to Eastern and Midwest network, beginning November 4th).

"La Voix de la Securite" (Montreal to French network, beginning November 6th).

"Dr. H. L. Stewart Reviews the News" (Halifax to national network beginning November 8th).

"Les Fureurs d'un Puriste" (Montreal to French network, beginning November 5th).

"I cover the Waterfront" (Vancouver to national network beginning November 6th).

"L'Union catholique des cultivateurs" (Montreal to French network beginning November 4th).

A series on Canada's natural resources by the Honourable T. A. Crerar as follows:



"Our National Parks and What They Mean to Canada" (February 17); "The Indian and His Future Welfare" (February 23rd); "Gold" (March 9th); "Base Metals" (March 16th); "Water Power Resources of Canada" (March 30th)—Ottawa to national network.

Talks on "Canadian Homes" by Arthur Purvis, Chairman of the National Employment Commission were also given from Ottawa over the national network beginning March 25th.

Another series of outstanding interest were talks given over the national network under the auspices of the Central Committee for "Le Congres de la Langue Francaise" beginning January 19th.

Other series of special interest in French were:—

"Regards sur le monde actuel" (Montreal to French network beginning November 8th).

"La Voix de la Securite" (Montreal to French network beginning November 6th).

"Chronique Bibliographique" by Maurice Hebert (Quebec to French network, beginning November 7th).

*Controversy.*—In accordance with the Corporation's policy of encouraging the presentation of controversial public questions, the Kelsey Club was formed in Winnipeg and discussed questions of national defence on Sundays for 10 weeks beginning February 28th. The attempt was made to ensure that all important points of view were represented in this Club. There was a satisfactory response to this experiment.

*University Debates.*—As in previous years a series of broadcast university debates was arranged by the Radio Committee of the Canadian Universities Conference. Arrangements on behalf of the universities as well as the selection of judges were made by this committee. The Corporation co-operated with the committee in making technical arrangements and allotted time on regional and national networks. Debates took place in which the following universities participated: McGill University, University of Toronto, Université de Montreal, Université Laval, Université d'Ottawa, Alberta University, Saskatchewan University, St. Francois-Xavier University, Queen's University, University of Bishop's College, Western University, McMaster University, University of British Columbia and University of Manitoba (beginning February 12th).

The final debate—"Resolved that this house disapproves of the growing tendency of governments to invade the rights of individuals"—took place on March 22nd between the Universities of Western Canada and the Universities of Eastern Canada (Ottawa-Saskatoon to national network).

*Announcing.*—The Corporation has adopted as its ideal for announcing the criterion that announcers should reflect the clearest and most cultivated speech of the region rather than that of seeking an impersonal uniformity. In accordance with this policy, the Corporation has attempted to improve the standard of announcing both on its own network and over private stations. For this purpose a coach has been retained whose services are available to private stations.

*Northern Messenger.*—The Northern Messenger service was recommenced on November 7th, an average of 304 messages being broadcast by friends and relatives of Canadians in the Far North per week. An innovation that proved highly popular was an arrangement for persons sending Christmas messages to broadcast the messages personally from studios on the CBC national network. The value of this important public service to listeners in the Far North is evident in the many reports which have reached the Corporation from both private and official sources.

*Summary.*—To summarize, a total of 3,356 programs, comprising 1,303 hours of broadcasting, were broadcast between November 2nd, 1936, and March 31st, 1937. This includes 179 programs from the American networks and 7 programs from the BBC.

### EXCHANGES AND EXTERNAL RELATIONS

In accordance with the policy of obtaining the best programs available, the Corporation has extended the number of programs received from NBC, Columbia and the Mutual chains in the United States. It wishes to acknowledge the generous co-operation of these three organizations. It should be noted also that an increasing number of Corporation programs have been used abroad. The extension of this policy depends upon the establishment of short wave facilities. The broadcasters of Great Britain, France and Germany have indicated their willingness to co-operate on the basis of reciprocity.

In March the Corporation was admitted as an associate member of the International Broadcasting Union, which has its headquarters at Geneva, Switzerland. The Union is a clearing house for information on broadcasting throughout the world. It has promoted world broadcasts and international exchange of programs. Canada in the not too distant future can expect to contribute to the world series of programs arranged by the Union.

The Corporation has continued to co-operate with the Union Radio Scientifique Internationale at Brussels by recording, at its short wave receiving station near Ottawa, the field strength of certain European and South American stations.

### PUBLIC RELATIONS

The co-operation of the press in publicizing the work and programs of the Corporation has increased considerably. The general editorial backing of the Canadian newspapers and periodicals indicates a natural alliance between the press and public service broadcasting.

### POLITICAL BROADCASTING

The Corporation is carrying into effect the provision of the Act relating to political broadcasting. These require division of time during a Dominion, Provincial or Municipal election on an equitable basis between all candidates (Section 22 (1) (e), that dramatized political broadcasts be prohibited (Section 22 (3)); that the name of the sponsors be supplied (Section 22 (4)); and that no broadcast be given 48 hours before an election (Section 22 (5)).

### FINANCIAL

The financial affairs of the Corporation are studied and controlled in the most careful way possible by the Board of Governors. In accordance with Section 20 of The Canadian Broadcasting Act, 1936, a continuous audit of the accounts of the Corporation was conducted by the Auditor General of Canada. From the attached financial statement as of March 31st, 1937 (Appendix 2), it will be noted that it is the Corporation's policy to budget for a substantial surplus. It will be noted also that the Corporation operates on the proceeds of licence revenue, supplemented by profits on commercial programs. Although it is provided by law that new construction may be financed by Government loan, there is no subvention or grant from public funds for either operating or capital account, the Corporation being self-sustaining.

The Statements of Operations and Balance Sheet are appended to this report in the form approved by the Auditor General.



## CANADIAN BROADCASTING CORPORATION

## APPENDIX 1

## CANADIAN BROADCASTING CORPORATION

## BALANCE SHEET, MARCH 31, 1937

## ASSETS

<i>Current—</i>			
Cash on hand.....	\$	233.31	
Cash in Royal Bank of Canada.....		137,556.56	
Sundry Advances.....		3,242.65	
Department of Finance.....		249,829.31	
Accounts Receivable.....	\$	47,883.91	
Less—Reserve for Bad Debts.....		7,189.58	
		<u>40,694.35</u>	\$431,556.18
<i>Fixed—</i>			
Real Estate, Buildings, Technical Equipment, Records, Music and Studio and Office Furniture.			402,660.94
<i>Deferred—</i>			
Printing and Stationery.....		7,000.00	
Prepaid Insurance, Rent and Taxes.....		1,837.90	
Miscellaneous.....		368.08	
		<u>9,205.98</u>	
			<u>\$843,423.10</u>

## LIABILITIES

<i>Current—</i>			
Accounts Payable.....	\$	69,194.88	
Reserve re Line Charge Contingent Liability.....		130,985.68	
		<u>\$200,180.56</u>	
<i>Proprietary Account—</i>			
Capital Surplus—			
Canadian Radio Broadcasting Commission.....	\$354,275.04		
Suspense Account re Licence Fees.....	160,147.75		
		<u>514,422.79</u>	
Operating Surplus.....		128,819.75	
		<u>643,242.54</u>	
			<u>\$843,423.10</u>

## APPENDIX 2

## CANADIAN BROADCASTING CORPORATION

## INCOME AND EXPENDITURE

2nd November, 1936 to 31st March, 1937

## INCOME

Licence Fees.....		\$741,666.6
Commercial Broadcasting.....	\$130,434.02	
Deduct Expenditures.....	35,101.52	
	<u>95,332.5</u>	
TOTAL NET INCOME.....		<u>\$836,999.1</u>

## EXPENDITURE

General and Administration.....	70,604.78	
Operation of Stations and Studios.....	137,942.84	
Programs.....	252,958.81	
Station Network.....	246,672.97	
	<u>708,179.4</u>	
TOTAL EXPENDITURES.....		<u>\$708,179.4</u>
Operating Surplus for the five months ending March 31, 1937, (No allowance having been made for depreciation).....		<u>\$128,819.7</u>





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Government  
Publications

ANNUAL REPORT

OF THE

CANADIAN BROADCASTING  
CORPORATION

FOR THE FISCAL YEAR ENDED MARCH 31, 1938



OTTAWA  
J. O. PATENAUDE, I.S.O.  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1938



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# ANNUAL REPORT

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OTTAWA

J. O. PATENAUDE, I.S.O.

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1938





OTTAWA, November 14, 1938.

The Hon. C. D. HOWE,  
Minister of Transport,  
Ottawa, Ont.

SIR:

In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, I have the honour to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended March 31, 1938.

I have the honour to be,

Sir,

Yours faithfully,

L. W. BROCKINGTON,  
*Chairman, Board of Governors.*

## BOARD OF GOVERNORS

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LEONARD BROCKINGTON, K.C., Winnipeg (Chairman)

RENÉ MORIN, N.P., Montreal (Vice-Chairman)

Mrs. NELLIE McCLUNG, Victoria

J. WILFRID GODFREY, Halifax

Captain, the Rev. ALEXANDRE VACHON, Quebec

Canon W. EASTLAND FULLER, Campbellton, N.B.

~ N. L. NATHANSON, Toronto

ALAN B. PLAUNT, Ottawa

Brig.-General VICTOR W. ODLUM, Vancouver

## ANNUAL REPORT CANADIAN BROADCASTING CORPORATION, 1937-1938

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This is a report of the Canadian Broadcasting Corporation for the fiscal year April 1, 1937-March 31, 1938.

Five meetings of the Board of Governors were held during the period; at Regina, on May 15-17, Quebec, August 5-7, Toronto, September 8, Ottawa, November 16-18 and March 22-25. Experience demonstrated the value of holding occasional meetings in various parts of Canada.

On November 2, the Governor in Council was pleased to reappoint, for the normal period of three years, Governors Odlum, Nathanson and Plaunt, whose original term of one year expired on that date. On May 29, the Reverend Canon W. E. Fuller of Campbellton, New Brunswick, was appointed to fulfil the unexpired portion of Colonel Bovey's term. Colonel Bovey found it necessary to resign owing to pressure of other duties. The Board wishes to record its sincere appreciation of Colonel Bovey's valued contribution to its work.

The period under review saw a comprehensive development of the plans and policies outlined in the report for the period November 2, 1936-March 31, 1937. The completion of the Quebec and Ontario regional transmitters CBF and CBL, each of 50,000 watts power, marked a decisive beginning of the plan of national coverage. The policy of relaying the best programs obtainable in the United States and abroad was rendered possible of fulfilment by the negotiation of a new wire lines contract which provided for a 12-16 hour service with the necessary degree of flexibility within the contracted time. These and other improvements resulted in a greatly augmented service.

The Corporation welcomed the appointment, on February 24, 1938, of a Parliamentary Committee "to review the policies of the Corporation with special reference to revenues, expenditures and development." Through the medium of this committee the Corporation was in a position to meet criticism directed against its policies and operation and to make explanations of Corporation matters advisable or necessary in the public interest.

To summarize, the period ended March 31, 1938, saw the emergence of the CBC as a national utility. By emphasizing the policies of "just and generous relations between the two great mother races" and by providing coverage to Canadians "regardless of class or place," its possibilities as an agency of national unity were increasingly apparent. Through the policy of concentrating resources on characteristic programs suitable for exchange, it also demonstrated its potentialities as a medium of advertising and interpreting Canada in the United States and abroad.

### ENGINEERING

As indicated in the first report, the plan of national coverage involves as a basic principle the ownership by the Corporation of all high-power stations and the completion, as funds permit, of a comprehensive national system. The construction of stations CBF and CBL marked a decisive instalment of the plan.

Of the most modern design, and strategically located to reach the maximum number of listeners, they quickly demonstrated their utility, increasing the coverage of the national network from 49 to 76 per cent of the population. On completion of the high-power transmitters for the Prairie and Maritime regions, referred to by the Minister of Transport in the House of Commons on February 8, the coverage of the network will be increased to 84 per cent of the population.

On November 2, 1936, when the Corporation was constituted, the total power of the stations on the national network was 38,600 watts, of which publicly owned or leased stations comprised 14,200 watts, the total for all stations in Canada then being 79,000 watts. On March 31, 1938, the total power of all stations on the network was 168,350 watts, of which CBC stations accounted for 113,200 watts. The total power of all private stations not associated with the network, either as basic or supplementary stations, was then 18,100 watts. When the new Maritime and Prairie regional transmitters are completed, the total power of CBC stations will be 213,200 watts, or three-quarters of the power of all stations in Canada.

*Proposed Short Wave System.*—The Corporation's technical plan envisages the construction of a high-power short wave system which would serve to facilitate the exchange of programs with Great Britain, France and other countries and accordingly act as a powerful medium of national advertisement. It may be regarded therefore as a project for the general advantage of Canada. In the period under review the Corporation has emphasized the advantages of such an undertaking both to the Government and to the Parliamentary Committee. The consideration has been stressed that Canada is the only major trading nation without such facilities.

*Wire Lines Contract.*—On October 1, due to the new wire lines contract, network broadcasting time was increased from six to twelve hours daily, with provision for a further increase to sixteen hours. The new contract is of paramount importance inasmuch as it makes possible the fulfilment of the Corporation's program policy. It also facilitates the provision of special daytime services such as programs for schools and rural listeners.

*Other Improvements.*—The period under review saw a general consolidation of the network. A joint committee of CBC and transmission company engineers was able to improve the quality of transmission. At the end of the period, the basic network consisted of 34 stations from coast to coast including CBC owned or leased stations at Quebec (CRCK), Chicoutimi (CRCS), Montreal (CBM), Vercheres (CBF), Ottawa (CBO), Toronto (CRCY), Hornby (CBL) and Vancouver (CBR). There were also 26 "supplementary" stations associated with the network; that is stations whose transmission of CBC programs is optional.

During the period temporary improvements were made to CBC studios in Halifax, Montreal and Toronto. The provision of adequate studio facilities in these main centres of production has, however, become increasingly urgent and it is hoped that finances will permit their construction in the near future.

The Corporation has also to report improvements in its short wave receiving station near Ottawa. This station is now fully equipped to ensure the best possible reception of BBC and other short wave programs.

*Elimination of Interference from Foreign Stations.*—The preliminary meeting of the Inter-American wavelength conference held at Havana in March, 1937, having agreed on criteria for a redistribution of North American frequencies, a plenary conference was held in November. The Corporation was represented by its Assistant General Manager, Dr. Augustin Frigon, Mr. Donald Manson

Chief Executive Assistant, and Mr. K. A. MacKinnon, Radio Engineer. An agreement was drawn up which provided for redistribution on a continental basis. When ratified by the Canadian, Cuban, United States and Mexican Governments, this agreement will provide Canada with sufficient clear channels for her plan of national coverage and should result in a substantial diminution of outside interference. The new arrangements, being integral in character, must be executed at a given date. This involves readjustments in over two-thirds of the broadcasting stations of the four countries.

*Technical Procedure and Policy.*—As trustee of the national interest in broadcasting, the Corporation is required by The Broadcasting Act to consider all applications for new or renewed licences, increase in power, change of channel and similar matters. The procedure for dealing with applications was strengthened and clarified. All such applications were carefully considered in relation to public policy and the plan of national coverage, the availability of wavelengths and the fulfilment of international agreements.

During this period the Corporation was also obliged seriously to consider its position with regard to facsimile, television and short wave. It was felt that these developments should be controlled in the public interest. With respect to short wave, the Corporation laid down the policy of recommending no new licences pending a clarification, after consultation with the Government, of its own plans for a short wave system. Every precaution will be taken to safeguard Canada's right to short wave channels. With respect to television, the policy was laid down of considering only applications from parties financially capable of conducting research and for experimental purposes only. With respect to facsimile, the policy was announced of recommending the denial of all applications from private interests. It was felt that no further part of the public domain in this regard should be alienated without compelling reason. The views of the Board were expressed by the Chairman to the Parliamentary Committee.

## PROGRAMS

With the extension of broadcasting time and the conclusion of new arrangements with the BBC and the United States broadcasting chains, a new program policy was launched. The conception was that of seeking the best features, both commercial and sustaining, available in Great Britain and the United States and of concentrating Canadian resources on the production of characteristic features suitable for exchange. As a result of this policy, the Corporation was able to provide a wide variety of programs representative of the best in their respective categories.

The attempt was to produce programs of a more sustained character, to balance the fare, and to establish fixed periods for the principal Canadian features, though exigencies of commercial revenue were necessarily a limiting factor.

The announced policy of decentralizing program production to a considerable extent in the five main regions was executed with satisfactory results.

In accordance with earlier plans arrangements were concluded for an exchange of producers. Mr. Laurence Gilliam of the BBC was lent to the CBC while Mr. George Taggart of the production staff was sent to England. This exchange proved advantageous. Mr. Gilliam was responsible for important national network features including: "August 4th, 1914" (November 11), "Canadian Christmas," "The Man Who Could Work Miracles" (February 3), "The Trial of Charlotte Corday" (February 24), "The Importance of Being Earnest" (March 3), "Flags on the Matterhorn" (March 10), "St. George's Day Program" (April 23). It is planned to extend the system of reciprocity to the United States and other broadcasting systems.



Arrangements were announced in March to broadcast the leading Canadian symphony organizations commencing with the Toronto Symphony Orchestra, the Toronto Promenade Symphony, the Montreal Symphony Orchestra, les concerts symphoniques de Montréal, the Vancouver Symphony Orchestra and the Calgary Symphony Orchestra. It was planned later to include other symphony organizations. It was also announced that the Toronto promenade concerts were to be relayed throughout the United States by the National Broadcasting Company. These plans evoked widespread commendation. It is hoped that the CBC can be an important agency in encouraging and sustaining the principal musical organizations of Canada.

In connection with its musical activities the Corporation records appreciation of the advice and assistance of its music advisers, Sir Ernest MacMillan of the Toronto Symphony Orchestra, and Dr. Wilfrid Pelletier of the Metropolitan Opera orchestra.

Another important development of the year was the provision of CBC commentators in New York and London commenting on the news from a Canadian viewpoint.

Perhaps the most spectacular programs of the year were those given during the Coronation of His Majesty King George VI. On the day of the Coronation an all-time Canadian record of 23 continuous hours was broadcast. The Christmas programs also comprised a peak of broadcasting in Canada. During the day the CBC brought to the Canadian audience the program of inauguration of the Ontario regional transmitter CBL officially opened by the Hon. C. D. Howe, Minister of Transport, the Toronto Symphony Orchestra, the Mendelssohn Choir, the Message of His Majesty the King, a special program from the Vatican, the Metropolitan Opera Company, a play by Her Excellency Lady Tweedsmuir entitled "Reindeer Christmas," and the NBC Symphony Orchestra conducted by Arturo Toscanini.

Below is a record of some of the principal network features in the period under review:—

### MUSIC

*Opera.*—The Corporation was again indebted to the National Broadcasting Company for its season of grand opera from the stage of the Metropolitan Opera in New York City. Fifteen performances were made available to listeners throughout Canada between December 11 and March 19, the operas being "La Traviata," "Die Walkure," "Romeo and Juliet," "Don Giovanni," "Il Trovatore," "La Bohème," "The Barber of Seville," "Tristan & Isolde," "Der Rosenkavalier," "Othello," "Lohengrin," "Aida," "Rigoletto," "Lucia di Lammermoor," and "Carmen."

*Symphony.*—In addition to relaying programs from the principal symphonic organizations of the United States and Great Britain, the CBC itself conducted a successful experiment in this field. A symphony orchestra of seventy-two musicians was organized in Montreal under the direction of the noted young Canadian conductor Jean-Marie Beaudet. This orchestra gave one-hour performances every Tuesday between January 4 and March 22. These concerts were enthusiastically received by critics throughout the country. An experiment with a smaller ensemble was conducted in Toronto where an orchestra of thirty-six musicians under the direction of Geoffrey Waddington was broadcast on Sundays. This program was called the "CBC Music Hour" and devoted itself to light symphonic arrangements.

The CBC was again indebted to the Columbia Broadcasting System for its magnificent Sunday afternoon programs of the New York Philharmonic orchestra. These concerts were broadcast between October 24 and March 27. The Corporation is similarly indebted to the National Broadcasting Company

for the Saturday evening programs of the NBC Symphony Orchestra, conducted by Arturo Toscanini and guest conductors, between December 25 and March 26.

Other outstanding symphonic series broadcast over the network included the BBC Symphony from Queen's Hall, London, conducted by Toscanini and others, the Calgary Symphony Orchestra, the Boston Symphony "Pop" Concerts (NBC), the Robin Hood Dell Concerts (NBC), the Radio City Music Hall of the Air (NBC), and Walter Damrosch's Music Appreciation Hour (NBC).

*Chamber and Concert Music.*—The principal Canadian chamber and concert organizations were broadcast in the period under review. These included the Hart House String Quartet, the New World Chamber Orchestra, the Toronto Conservatory String Quartet, the Hambourg Trio, and Alexander Chuhaldin's "Melodic Strings," all from Toronto; the Mozart Trio, the Philharmonic String Quartet, Le Quatuor de Montréal, L'Ensemble Instrumental de Montréal, and Concert Champêtre, all from Montreal; the Tudor String Quartet from Winnipeg, the Calgary String Ensemble, and Jean de Rimanoczy's String Ensemble from Vancouver.

*Choral.*—In the field of choral music a program was initiated under the direction of Albert Whitehead, entitled "The CBC Singers." The Corporation also continued the junior choral concerts originating from selected schools in Ontario. Other choral groups broadcast were the Burrard Male Chorus, the Fort William Male Chorus, Les Chanteclers (from Montreal), Choir Invisible (from Vancouver), the Capital Chorus (from Ottawa), the Winnipeg Boys' Choir, and the Mendelssohn Choir (from Toronto).

*Special Music.*—Many programs of a special character were broadcast as occasion demanded, an interesting item in this category being the special Christmas Day program from the Vatican in Rome. A special series arranged by James Murray Gibbon and entitled "Canadian Mosaic" also attracted particular attention. This series was devoted to the contribution to Canadian life of its constituent racial groups, with particular emphasis on the "New Canadians." The racial groups concerned were French, Scotch, Irish, English, Ukranian, Polish, German, Dutch, Austrian, Norwegian, Swedish, Danish, and Icelandic.

*Band and Dance Music.*—In addition to the concerts of the band of His Majesty's Canadian Grenadier Guards, many of the principal bands of the United States and Great Britain were broadcast. In the realm of dance music, the principal Canadian and American orchestras were regularly broadcast.

*Variety.*—Some of the most popular variety performances included the Charlie McCarthy program (NBC), "Streamline" (from Toronto), "Canada 1937" (from Montreal), "Ici Paris" (from Montreal), Jack Benny's program (NBC), Bing Crosby's program (NBC), "Rions Ensemble" (from Montreal), Rudy Vallee's program (NBC), "Backstage" (from Winnipeg), "Bonjour, Paris, Bonsoir" (from Montreal), "Hollywood Hotel" (CBS), "The Contented Hour" (NBC), "The Happy Gang" (from Toronto), "Au Clair de la Lune" (from Montreal), Al Jolson's show (CBS), "Woodhouse and Hawkins at Nitwit Court" (from Winnipeg), "At the Red Gap Social" (from Saskatoon), and "Let's All Go to the Music Hall" (from Toronto).

#### DRAMA

In the field of drama, the CBC introduced the "CBC Dramatic Hour," produced from various centres throughout Canada. Simultaneously, "Le Radio-Théâtre" was inaugurated in Montreal. Other important dramatic series include

"And It Came to Pass" (biblical dramatizations from Montreal), "Within These Walls" (historical dramas from various places in Canada), "The Red Ledger" (from Montreal), "Silver Theatre" (CBS, from Hollywood), "Sam Slick, the Clockmaker" (from Halifax), "Lux Radio Theatre" (CBS, from Hollywood), "One Man's Family" (NBC), "The Romance of Sacred Song" (from Vancouver), "The Young Bloods of Beaver Bend" (from Winnipeg), and "The Adventures of Arsène Lupin" (from Montreal).

### THE SPOKEN WORD

*Discussions.*—A carefully planned schedule of talks, discussions and debates was executed. The talks covered a wide variety of subjects both in English and French. There were, for example, talks on art, music, science, poetry, humour, music appreciation, great Canadians, Canadian history, psychology, sport, Canadian industries. Throughout, the attempt was to ensure interesting material, radio personality and effective presentation.

The Corporation's policy of encouraging the discussion of controversial public questions was continued, the form being either that of contrasted points of view or of a round table representing all important points of view. In the first category, the series "Whither Democracy" and "Our Heritage of Freedom" were well received. In the round table form, the discussion on "The Canadian Constitution" and "Labour Organization" by groups in Vancouver, Winnipeg, Toronto and Halifax, proved stimulating.

*Debates.*—As in previous years, University debates were arranged in conjunction with various Canadian universities.

### PUBLICATIONS

The publication of certain talks and discussion which had stimulated a widespread interest was arranged. The series entitled "Whither Democracy," "What We Have to Defend," and "The Canadian Constitution" were published by the Corporation. It also published "A News Letter to Teachers" of which 20,000 copies were printed in English and 5,000 in French. The publication of "Our Heritage of Freedom," and "Radio Drama is not Theatre" was also arranged.

### ANNOUNCING

As stated in the first report, particular attention is being paid to the standard of speech of CBC announcers. The Coach to Announcers has, from time to time, issued lists of words indicating correct pronunciation. Recently, "The CBC Announcers Handbook" has been issued as a guide, not only to CBC announcers, but to any private station desiring to utilize this material.

### NEWS, NEWS COMMENTARIES AND REVIEWS

The Corporation continued to broadcast the daily news bulletins supplied through the courtesy of The Canadian Press.

In addition to weekly news commentaries from Halifax and Winnipeg alternatively, commentaries on the United States and Great Britain were arranged from time to time. There were also miscellaneous commentaries from various points.

The book reviews of Professor J. F. Macdonald from Toronto and Dr. G. G. Sedgewick from Vancouver continued to be popular. In French "La Revue des Livres" was conducted by Maurice Hébert from Montreal. A monthly film review was given by E. W. Harrold from Ottawa.



## THE NORTHERN MESSENGER

The Northern Messenger was continued during the winter months. This program features the reading of personal messages to the residents of the far north, many of them beyond the Arctic circle, from friends and relatives. Approximately 5,000 messages were handled this season. On Christmas Eve the program originated at many points on the network across Canada, the messages being presented in person.

## RELIGIOUS BROADCASTS

An attempt was made to provide an interdenominational devotional period of fifteen minutes every Sunday. This program, entitled "Radio Pulpit," comprised a brief sermon by leading Canadian clergy and ministers. On the French network "L'Heure Dominicale" was continued. From Vancouver "The Romance of Sacred Song," dramatizations of the story of hymns, attracted favourable attention.

## ACTUALITY BROADCASTS

The CBC was able to make available to its listeners throughout Canada most of the principal sporting events of the period, in Canada, the United States and England. These included running commentaries on the Ryder Cup Matches (BBC), American Yacht Races (NBC), the principal rugby games, including the Big Four Championship game, the Farr-Braddock Fight (special CBC commentary), the N.H.L. Hockey Games (Imperial Oil Company), the Strickland-Delaney Fight (BBC), the Dominion Ski Championships, the Governor General's Curling Match, the World Baseball Series (NBC), the Davis Cup Matches (BBC), the Bisley Shoot (BBC), the Canadian Tennis Tournament, the Dominion Lacrosse Finals, the International Dog Sled Derby from Quebec City, the Grand National Steeplechase (BBC), the collapse of the Niagara Falls' Bridge.

The "Night Shift" series was continued, featuring characteristic aspects of Canadian life and industry.

## CHILDREN'S PROGRAMS

Special programs for children were developed. These included "Alice in Wonderland" (from Montreal), "Mon Oncle" (from Montreal), "The Children's Album" (from Windsor), "Treasure Island" (from Halifax), "Major Bill" (from Montreal), and "Il Etait Une Fois" (from Montreal).

## SPECIAL PROGRAMS

Special programs from Canada and other parts of the world broadcast during the period are too numerous to mention. Because of its improved wire line facilities, the Corporation was able to distribute the most important international features. Also, it was itself responsible for certain items which were broadcast in other parts of the world, for example, the third birthday party of the Dionne quintuplets on May 28 and the Dominion Day Program, comprising an exchange of greetings between President Roosevelt and Lord Tweedsmuir. Other special programs of outstanding interest to Canadians were the Armistice Day broadcast from the Peace Arch at Blaine, Washington, the official opening of stations CBL and CBF by the Honourable C. D. Howe, Minister of Transport, and the Honourable Ernest Lapointe, Minister of Justice, a broadcast by Eamonn de Valera on Eire's new constitution, the inauguration of the Trans-Canada Airways, the Second French Language Congress, Le Congrès Eucharistique National, the memorial service to Sir Robert Borden, the Christmas service from the Church of the Nativity in Bethlehem (NBC), a tribute to Marconi, the Speech from the Throne, Hitler's annexation of Austria and return to Berlin.

## SUMMARY

Due to the increase of network broadcasting on October 1, the average number of programs broadcast monthly increased greatly in the last six months of the period. At the beginning of the period an average of 875 programs totalling 325 hours was broadcast monthly. At the end of the period this had increased to an average of 1,350 programs per month totalling about 520 hours, an increase of 58.5 per cent. The increase meant, of course, that Canadian talent was being utilized to the fullest extent compatible with resources, 50.27 per cent of the total budget being spent on programs. This compares with 41.53 per cent for the previous fiscal year and 38.99 per cent for the year ended March 31, 1936. Some three thousand artists are involved, exclusive of groups and choirs paid in bulk. Programs originated in various parts of Canada and thus reflected the resources and aspirations of many phases of Canadian life.

## EXCHANGES AND EXTERNAL RELATIONS

As indicated above, the policy of exchanging programs with the American chains and the British and other systems has been extended. The Corporation wishes to record its appreciation of the cordial and generous relations which prevail. On this continent, relations with National Broadcasting Company and the Columbia Broadcasting System, and the Mutual Broadcasting System continue to be most friendly and the Corporation is pleased to report a considerable increase in the number of Canadian programs being relayed in the United States by these three organizations. In the period under review some 616 programs comprising a total of 232 hours of broadcasting time were relayed on one or other of the three United States chains. The value of these exchanges as a means of national advertisement is increasingly great.

Relations with the BBC also continue to be cordial. At the Corporation's request, a special beam was directed on Canada in the afternoon period, enabling the Corporation to pick up and relay the best British features. The Corporation deeply appreciates this and many other examples of generous co-operation. It will be in a position, when a Canadian short wave system is established, to reciprocate by providing for the transmission of characteristic Canadian material to the United Kingdom.

A number of other countries including France, Sweden, South Africa, New Zealand and Australia are prepared to transmit programs to Canada by short wave as soon as Canada is in a position to reciprocate.

The Corporation is a member of the International Broadcasting Union with headquarters at Geneva, Switzerland, and has continued to co-operate with that organization. The Union is a world clearing house on matters relating to broadcasting and from time to time arranges international exchanges of programs. Canada has been invited to produce a characteristic program for transmission throughout the world in the autumn of 1938.

The Corporation has continued to co-operate with the Union Radio Scientifique Internationale with headquarters at Brussels, by recording at its short wave receiving station near Ottawa the field strength of certain European and South American stations.

The world Telecommunications Conference meets approximately every five years to revise the regulations that govern all forms of radio communication, including broadcasting. The Conference met at Cairo, Egypt, from February to March, 1938. Dr. Augustin Frigon, the Assistant General Manager, represented the Corporation on the Canadian Government delegation.

## PUBLICITY AND PUBLIC RELATIONS

Greatly increased newspaper and periodical space was given to the activities of the Corporation. The problem of adequate publicity for CBC programs continued however, the Corporation being handicapped for lack of facilities for the dissemination of advance program information. It is felt that until this problem is solved it will be difficult to achieve the desired objective of "planned" listening.

With the exception of some temporary misunderstanding regarding the Corporation's commercial policy in certain sections of the press, relations continued to be cordial. The identity of interest between publishers and public service broadcasting was increasingly recognized and a representative committee was appointed to co-operate with the CBC.

## RELATIONS WITH PRIVATE STATIONS

Relations with private stations continued satisfactory, the Corporation attempting to secure the views of private owners on all matters affecting them. For example, the regulations were not finally promulgated until a full and frank discussion had taken place. Generally speaking, the enunciation of the Corporation's long-term technical and program plans has resulted in a welcome clarification of the position of local private stations in relation to the national system.

In spite of the improved relations between the CBC and the private stations on the network, considerable dissatisfaction was expressed by the listening public at the spasmodic transmission of CBC programs outside of the contracted periods. Dependence on private stations for distribution necessarily involves this disadvantage, as was illustrated to the Parliamentary Committee by the Chairman.

## REGULATIONS

After careful and lengthy consideration, regulations for all broadcasting stations in Canada were promulgated, effective November 1. All interested parties were previously consulted and their views and requirements taken into account.

Since the Corporation is responsible for all broadcasting in Canada, the regulations necessarily cover a wide range of subjects. Some aspects of special importance are described below:—

(1) *Advertising*.—To keep advertising on all Canadian stations within reasonable limits from the listeners' point of view, the regulations limit the advertising content of any program to 10 per cent of the program period; forbid the mention of the prices of goods or services, and limit "spot" announcements to two minutes for each broadcasting hour except on Sunday and between 7.30 p.m. and 11.00 p.m. on week days when they may not be broadcast at all. These regulations were approved as fair by publishers and station owners and have received the approbation of the public as a whole.

(2) *Political Broadcasting*.—The Canadian Broadcasting Act, 1936, requires that all political broadcasting, Federal, Provincial or Municipal, shall cease 48 hours before the time of balloting. It has been the duty of the Corporation to carry this requirement into effect and on the whole it has met with the approval of the public and the press.

The Broadcasting Act also requires the Corporation to make regulations:

"to prescribe the proportion of time which may be devoted to political broadcasts by the stations of the Corporation and by private stations, and to assign such time on an equitable basis to all parties and rival candidates."



In accordance with this provision of the Act, the Corporation passed the following regulation:—

" 8. (2) Each station shall allocate time for political broadcasts as fairly as possible between the different parties or candidates desiring to purchase or obtain time for such broadcasts."

(3) *Patent Medicines, Wine and Beer.*—Restrictions are placed on the advertising of certain commodities. Patent medicine advertising must be approved by the Department of Pensions and National Health. The advertising of spirituous liquors is entirely forbidden. The advertising of wine and beer is prohibited in the provinces where it is legally barred from other media. No wine or beer advertising is accepted on CBC stations.

(4) *Freedom of Speech, Censorship, Controversy.*—Apart from the specific prohibitions indicated in the regulations, the Corporation does not attempt to restrict freedom of speech or controversial discussion. On the contrary, it has made it a policy to encourage the discussion of controversial questions over its stations and network. The specific prohibitions relate to abusive comment on any race, religion or creed and to birth control as a subject inappropriate for the medium of broadcasting. The onus is placed on private stations to interpret the Corporation's regulations, so that no power of specific censorship is assumed or conferred.

## FINANCIAL

The Corporation's finances and operations have continued to be subject to prudent budgeting control, resulting in an adequate operating surplus.

It will be observed (see Appendix 2) that after allowing for the adjustment of valuations of fixed assets, there remained a net operating surplus of \$88,624.56. Fixed assets were increased by \$702,987.73. Of this increase, \$500,000 was financed by an interest-bearing loan from the government; the balance out of revenue.

In accordance with Section 20 of the Canadian Broadcasting Act, accounts are subject to the day-to-day audit of the Auditor General. The Balance Sheet and Statement of Income and Expenditure appended to this report (Appendix 1 and 2) have been approved by him.

The Corporation operates on a self-sustaining basis from the proceeds of licence fees and a limited total of commercial revenue. Although it is provided by law that new construction may be financed by Government loan, there is no subvention or grant from public funds for either operating or capital account. Construction to date has been financed by a loan, repayable in ten years, authorized by Section 17 of the Canadian Broadcasting Act.

All the revenues of the Corporation are utilized for the production of programs and the upkeep of facilities. Governors are unpaid except for a director's fee of fifty dollars a meeting with a maximum of five hundred dollars per annum. In the current fiscal year 50.27 per cent of the total budget was utilized for programs, 22.07 per cent for wire lines, 13.24 per cent for station operation, 2.70 per cent for lease of time on private stations, and 6.77 per cent for administration. The comparative percentages for the fiscal year ending March 31, 1937, are 41.53 (programs), 27.82 (wire lines), 13.38 (station operation), 9.20 (private stations), 8.07 (administration).

## APPENDIX 1

## CANADIAN BROADCASTING CORPORATION

## BALANCE SHEET, MARCH 31, 1938

## ASSETS

*Current—*

Cash on Hand.....	\$ 232 81	
Cash in Bank.....	413,900 33	
Sundry Advances .....	4,743 09	
Department of Finance.....	14,312 64	
Accounts receivable .....	\$ 162,106 79	
Less—Reserve for Bad Debts.....	2,000 00	
	<u>160,106 79</u>	\$ 593,295 66

*Fixed—*

Real Estate, Buildings, Technical Equipment, Records, Music and Studio and Office Furniture at Book Value.....	1,105,648 67	
Less—Reserve for Depreciation November 2, 1936 to 31st of March, 1938.....	<u>178,942 33</u>	926,706 34

*Deferred—*

Expendable Stores .....	17,206 00	
Stationery and Printing.....	8,837 56	
Postage on Hand.....	1,477 68	
Prepaid Insurance, Rent and Taxes.....	2,458 57	
Miscellaneous.....	576 62	
Preliminary Expenses, New Transmitter site at Aulac, N.B. ....	<u>3,053 31</u>	33,609 74
		<u>\$1,553,611 74</u>

## LIABILITIES

*Current—*

Accounts Payable .....	\$ 369,832 43
Loan for Capital Works— Dominion Government, repayable in annual instalments of \$50,000 commencing January 1, 1939, Interest at $3\frac{1}{2}\%$ per annum.....	500,000 00

*Proprietary Accounts—*

Capital Surplus—Balance April 1, 1937.....	\$ 514,422 79	
Add—Net adjustments re appraisal increases, etc., during year.....	<u>20,150 41</u>	\$ 534,573 20
Operating Surplus—Balance April 1, 1937.....	128,819 75	
Deduct—Net adjustments re Depreciation, etc., applicable to prior periods.....	<u>68,238 20</u>	
	60,581 55	
Operating Surplus 1937-38.....	<u>88,624 56</u>	149,206 11
		683,779 31
		<u>\$1,553,611 74</u>

## APPENDIX 2

## CANADIAN BROADCASTING CORPORATION

## INCOME AND EXPENDITURE

1st April, 1937 to 31st March, 1938

## INCOME

Net Licence and Commercial Revenue.....	\$2,252,732 29
Interest on Bank Deposits.....	1,003 00
Total Net Income.....	\$2,253,735 29

## EXPENDITURE

General and Administration.....	\$ 146,686 26
Operation of Stations and Studios.....	303,968 60
Programs .....	1,088,419 61
Station Network .....	536,396 17
Depreciation of Fixed Assets for Twelve Months ended 31st March, 1938 .....	106,846 09
	2,182,316 73
Less—Inventory of Expendable Stores.....	17,206 00
Total Expenditure .....	2,165,110 73
Operating Surplus for Year.....	\$ 88,624 56

Government  
Publications



CA1 BC

-A55

C1CB  
1438/59

# ANNUAL REPORT

OF THE

# CANADIAN BROADCASTING CORPORATION

1938/39

FOR THE FISCAL YEAR ENDED MARCH 31, 1939



OTTAWA

J. O. PATENAUDE, I.S.O.

PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1940





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-155

ANNUAL REPORT

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PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1940



OTTAWA, October 26, 1939.

The Hon. C. D. HOWE,  
Minister of Transport,  
Ottawa, Ont.

SIR:

In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, I have the honour to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended March 31, 1939.

I have the honour to be,

Sir,

Yours faithfully,

L. W. BROCKINGTON,  
*Chairman, Board of Governors.*

## BOARD OF GOVERNORS

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LEONARD BROCKINGTON, K.C., Winnipeg (Chairman)

RENÉ MORIN, N.P., Montreal (Vice-Chairman)

MRS. NELLIE McCLUNG, Victoria

J. WILFRID GODFREY, Halifax

MONSIGNOR ALEXANDRE VACHON, Quebec

CANON W. EASTLAND FULLER, Campbellton, N.B.

N. L. NATHANSON, Toronto

ALAN B. PLAUNT, Ottawa

BRIG.-GENERAL VICTOR W. ODLUM, Vancouver

# CANADIAN BROADCASTING CORPORATION ANNUAL REPORT

1938-1939

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This is the Annual Report of the Canadian Broadcasting Corporation for the fiscal year April 1, 1938, to March 31, 1939.

During this period occurred the International Crisis of September 1938 in which broadcasting throughout the world played a part calculated to demonstrate its increasing importance as a medium for disseminating news and information. From September 12, when Herr Hitler addressed the Nazi Party Congress at Nuremberg, to September 29, when Mr. Neville Chamberlain returned to London from Berchtesgaden, the Canadian Broadcasting Corporation (like almost every other major network in the world) spared no pains to keep listeners fully informed of the almost hourly changes in the situation. During these seventeen days the CBC provided over a hundred special broadcasts, including special news bulletins, commentaries and actuality broadcasts of events in all the chief European centres. It is sometimes supposed that such special broadcasts and talks in times of mounting crisis must adversely affect the circulation of daily newspapers. But on the contrary, during this crisis many newspapers enjoyed an increased circulation—a result which some authorities have not hesitated to attribute, in part at least, to the whetting by radio of the public appetite for news.

On November 2, 1938, the Governor in Council was pleased to re-appoint for a further period of three years, Governors J. Wilfrid Godfrey of Halifax, Canon W. Eastland Fuller of Campbellton, N.B., and Monsignor Alexandre Vachon of Quebec.

The Board held three regular and two special meetings during the year. Both special meetings were held in Ottawa—the first on July 11, 1938, and the second on February 20 and 21, 1939. The regular meetings took place at Ottawa on October 3 and 4, 1938; December 19 and 20 and at Montreal on March 21, 22, and 23, 1939.

On February 10, 1939, the House of Commons appointed a Special Committee on Radio Broadcasting, whose terms of reference were “to consider the annual report of the Canadian Broadcasting Corporation and to review the policies and aims of the Corporation and its regulations, revenues, expenditures and development.” Both the Chairman of the Board of Governors and the General Manager of the CBC appeared as witnesses before the Committee and explained fully the Corporation's aims, policies and work. In their report, tabled in the House of Commons later in the Session, the Committee endorsed wholeheartedly the policies of the CBC which had been brought to their attention.

## PROGRAMS

It is the prime object of the Canadian Broadcasting Corporation to present the best programs possible to as many Canadian listeners as is economically feasible. In pursuance of this aim during the year 1938-39 both the best Canadian talent and outstanding programs from Great Britain, the United States



and elsewhere, were heard on the CBC's national network. Such a policy enables the CBC to present a varied type of program, selected from the most attractive and representative offerings available in each category.

Last year's plan of bringing to Canadian listeners programs by leading Canadian symphony orchestras was continued. Among the contributors to this year's series of broadcasts were the Toronto symphony, the Montreal Symphony, les Concerts Symphoniques de Montréal, the Calgary Symphony, and the Vancouver Symphony. These broadcasts had a stimulating effect upon the standard of musicianship in the various cities whose orchestras were heard on the network, the inter-city rivalry being very keen.

Sir Ernest MacMillan of the Toronto Symphony Orchestra and the Toronto Conservatory of Music, and Dr. Wilfrid Pelletier, the conductor of the Metropolitan Opera orchestra, continued to act as the CBC's music advisors. The Corporation wishes to record its appreciation of the guidance and assistance which it has received from these distinguished musicians.

The most ambitious series of programs hitherto undertaken by the Corporation consisted of eleven Shakespearian plays which were presented weekly from October 9 to December 18, 1938. Leading Shakespearian actors, well-known on the international stage and screen, were engaged for the star roles in the various dramas, which were produced under the distinguished direction of Charles Warburton of New York, assisted by Rupert Lucas, head of CBC's drama department. This series attracted much favourable comment, especially from education authorities in all parts of the country. The plays heard on the network, and the stars performing the leading parts were as follows:—

"The Merchant of Venice" . . . . .	Sir Cedric Hardwicke
"King Henry the Eighth" . . . . .	Miss Margaret Anglin
"The Merry Wives of Windsor" . . . .	Charles Warburton
"Othello" . . . . .	Miss Nan Sunderland and Walter Huston
"King Lear" . . . . .	Walter Hampden
"Romeo and Juliet" . . . . .	Miss Eva LeGallienne
"Richard II" . . . . .	Dennis King
"Julius Caesar" . . . . .	Charles Warburton
"As You Like It" . . . . .	Miss Eva LeGallienne
"Hamlet" . . . . .	Dennis King
"Midsummer Night's Dream" . . . .	Special music conducted by Reginald Stewart

Besides bringing to the Canadian microphone these internationally-famed artists, the series gave employment to over one hundred actors and actresses from various Canadian cities. In the course of selecting the casts, some five hundred auditions were given, which brought to light a good deal of useful new talent.

The following is a list of some of the more important network presentations heard during the period under review:

### MUSIC

*Opera.*—Through the courtesy of the National Broadcasting Company, the CBC was again enabled to bring to its listeners the season's presentations of the Metropolitan Opera Company. Among those programs heard direct from the stage of the Metropolitan Opera House in New York City were "Hansel und Gretel," "Tristan und Isolde," "Lucia di Lammermoor," "Die Walkure" and many others.

*Symphony Music.*—In addition to the broadcasts of the Canadian symphony orchestras mentioned above, the CBC relayed programs from the principal music organizations of Great Britain and the United States. Thus from Queen's Hall, London, was heard the BBC Symphony Orchestra, while from New York came the NBC Symphony Orchestra, directed by Maestro Arturo Toscanini,

the New York Philharmonic Orchestra, and the WOR Symphony. During the summer season, when a somewhat lighter fare is appreciated, exchange programs enabled listeners to enjoy the concerts of the Boston "Pops" Orchestra, the Robin Hood Dell Concerts from Philadelphia, and the "Symphony Under the Stars" from Hollywood. The summer series of the Toronto Promenade Orchestra were again heard in Canada and in the United States as an exchange feature. Once again, the Walter Damrosch Music Appreciation Hour presented in the NBC-CBC exchange provided a popular Friday afternoon feature.

*Chamber and Concert Music.*—The chief Canadian chamber and concert groups were heard on the national network, as well as various celebrated musical organizations from other countries. The Hart House String Quartette of Toronto gave a number of performances that were favourably received both in Canada and in the United States. The Tudor String Quartette of Winnipeg, the Griller String Quartette of London (England), the Calgary String Ensemble and Jean de Rimanczy's Ensemble from Vancouver were also heard at various times. Other outstanding series of this type of music included "Les Maitres de la Musique," "Le Quatuor de Montréal," and "L'Ensemble Instrumental de Montréal."

*Choral Music.*—In order to give deserving choral groups from all parts of Canada recognition on the air, a series of programs was presented from a number of Canadian centres. Among the groups heard were the Lunenburg Choir, the Fort William Male Chorus, the Burrard Male Chorus from Vancouver, and Le Quatuor Allouette. "The CBC Singers" under the direction of Albert Whitehead again presented from Toronto a series of sacred and secular compositions.

*Bands and Dance Music.*—Dance music, distinctively styled by the Dominion's leading exponents of syncopation, occupied a portion of the CBC's program schedule. In addition to such well-known dance orchestras as those conducted by Mart Kenney, Horace Lapp, Don Turner, Ozzie Williams, Luigi Romanelli and others, many popular orchestras in the United States were heard in Canada by means of exchange programs from one or other of the American networks. The band of H.M. Canadian Grenadier Guards from Montreal was presented as an international exchange feature in the United States. Band music was also broadcast from Winnipeg and Vancouver.

*Variety.*—Perhaps the most popular of all Canadian variety shows was "The Happy Gang" from Toronto. Other Canadian productions of this type include "C'est Paris," "Woodhouse and Hawkins," "Jeux Radiophoniques," "Minstrel Jamboree," "Little Review," "By the Sea" and "Saturday Review." Some of the outstanding commercial programs originating in the United States are variety programs and a goodly number of these were carried in Canada by the CBC. Particularly noteworthy were the Jack Benny program (NBC), the Charlie McCarthy program (NBC), Al Jolson program (CBS), the Frank Morgan-Robert Young-Fanny Brice presentation (NBC) and the Bing Crosby program (NBC).

#### DRAMA

In addition to the Shakespearian series mentioned above, the Drama Department arranged a number of other popular productions which included "Miss Trent's Children," "La Pension Velder," "The Green Door" and "Vie de Famille." A Dominion-wide drama contest was also organized and manuscripts solicited from coast to coast. Over two hundred entries came in of which almost half were suitable, with little or no change, for broadcasting.

The CBC hopes to be able to rely more and more on Canadian authors for suitable scripts for presentation over the national network. The ever-popular "And It Came to Pass" series of Biblical dramas were again presented from Montreal. A new serial from Vancouver entitled "Old Tales from the Klondike" attracted favourable comment.

### RELIGIOUS BROADCASTS

During the year the CBC enjoyed the co-operation of the National Religious Advisory Council which was formed during the previous summer. This council is composed of representatives of the Roman Catholic Church, the Church of England, the Presbyterian Church in Canada, the Baptist Church and the United Church of Canada. Every Sunday two religious half-hours have been broadcast—the first by the Roman Catholic Church known as "The Catholic Hour," and the second by the various Protestant churches known as "The Church of the Air." Both these broadcasts have been carried on the national network. After the allotted number of broadcasts had been taken by the Roman Catholic Church, the early period was changed to a devotional service and this provided an opportunity for those religious denominations not hitherto granted an opportunity of broadcasting, such as the Jewish Orthodox and Reformed Churches, the Salvation Army, Christian Science Church, Lutheran Church, and others.

### THE SPOKEN WORD

The spoken word in the form both of straight talks and of round-table discussions, has occupied an important place in the Corporation's program during the past year. The extension of time allotted to talks made possible the presentation of five afternoon talks, six talks in the early evening and five late in the evening—in addition to a number on the Western network alone. An experimental program which met with much success was a series from Winnipeg entitled "Ventures in Citizenship." This was an attempt to show by means of music, discussion and talk, the cultural and other contributions made to Canadian citizenship by the various racial groups that make up the population of Canada. A series of talks entitled "The Government of Canada" brought to the microphone cabinet ministers of the Federal Government, who spoke about the activities of their respective departments, and weekly reviews of current events were given by special CBC commentators talking from London and New York.

The policy of holding round-table discussions on world problems was continued, under the title "The National Forum" and "The World Today." The French version of "The World Today," which was entitled "L'Agora du Dimanche," attracted much favourable comment in French-speaking Canada. Among other series of talks that aroused interest were "The School and Education," "Frankly Speaking," "The Art of Crooked Thinking," "My Job," "Le Reveil Rural," "The Romance of Medicine" and "Canadian Poetry Today." Besides this, there was a host of individual talks on almost every kind of topic ranging from astronomy to zoology.

*Announcing.*—The general standard of announcing on the CBC network has shown a steady improvement, but there still remains considerable work to be done. As an experiment, the most successful announcers were allowed on the occasion of important programs to identify themselves by name. This has been carefully controlled and closely watched. A "Guide to the Pronunciation of Canadian Place Names" was prepared, and sample copies were sent to various authorities in all parts of Canada for checking and revision.



before it was generally released. This publication filled a long-felt want in all radio stations. A "Guide to French Announcers" which is similar to the "CBC Announcers' Handbook" has also been prepared in the Corporation's Montreal offices and is now being carefully checked before being released.

*News.*—The continued popularity of news broadcasts encouraged the CBC to commence negotiations with the Canadian Press for an extended news service, to apply to the various regions as well as the national network. It is hoped that this new arrangement will be concluded early in the summer. In the meantime, a staff member has been assigned to collaborate with the Canadian Press in the preparation of the national newscast for the purpose of seeing that the material is suitably stylized for radio broadcasting.

*Children's Programs.*—This important side of broadcasting has received close attention. A children's serial specially written by Paul Wing, the noted NBC broadcaster of Chicago, entitled "The Magical Voyage," was broadcast over the national network and met with widespread approval both from parents and children alike. This was an effort to get away from the "blood and thunder" type of broadcast which has proved so objectionable to many parents and adult education groups, without losing the element of adventure necessary to hold the interest of a juvenile audience. An experiment in the direction of public service broadcasting was made at the Ontario Regional station, CBL, which it is hoped to extend to the other stations comprising the Corporation's network. The CBC organized, in conjunction with various safety bodies, a "Safety First" campaign which was conducted over the air and in the schools. Educational authorities were loud in their praise of this venture.

#### Exchange and External Relations

The CBC continued to co-operate on the friendliest terms with other broadcasting organizations. As in the past, practically all exchanges took place with the British Broadcasting Corporation in the United Kingdom, and with the National Broadcasting Company, Mutual Broadcasting System, and Columbia Broadcasting System in the United States. During the period under review some 765 programs, representing more than 310 hours of broadcasting, originated in Canada and were heard by the vast audiences of one or more of the networks mentioned above. As compared with the previous year, the number of hours of Canadian programs relayed in other countries increased by over thirty-three per cent. This increase may be attributed to the gradual improvement of CBC programs and to an increasing desire on the part of listeners in other countries to hear programs that are distinctively Canadian in type. The Corporation's relationship with the BBC was again most cordial. Mr. H. Rooney Pelletier, Montreal Program Director, exchanged places with Capt. Launcelot deG. Sieveking of the BBC Features Department for a period of six months. In addition, the General Supervisor of Programs, Mr. E. L. Bushnell, visited Broadcasting House in London and some of the regional BBC offices during the year. Through his visit, and Mr. Pelletier's work in Great Britain, the British broadcasting authorities were enabled to gain a greater comprehension of the problems peculiar to Canadian broadcasting. The special beam directed on Canada in the afternoon was continued, and the CBC was enabled to continue to pick up, at its Short Wave Receiving Station in Ottawa, many of the best BBC programs and rebroadcast them in this country. For this, and many other courtesies and kindnesses, the CBC desires to record its thanks.

The sister Dominion of Australia participated in an exchange of program ideas and methods when the Australian Broadcasting Commission sent their senior dramatic producer, Mr. John Cairns, to Canada for a period of four months to replace Mr. J. Frank Willis, one of the CBC's feature producers, who went to Australia.

Not only do such visits stimulate the exchange of program ideas and methods, but they have a more important aspect: those officials of the CBC who go abroad become Canadian ambassadors of goodwill, charged with the duty of interpreting Canadian life, habits and ideals to the peoples of other countries.

The three major broadcasting chains in the United States continued to display interest in Canada and CBC programs, and their co-operation during the year under review proved most helpful. By providing exchange programs not only of high entertainment value but also of great educational and factual importance, the NBC, CBS and MBS assisted the CBC to maintain a proper program balance in its schedule. For their help and courtesy the Canadian Broadcasting Corporation wishes to record its gratitude to the National Broadcasting Company, the Mutual Broadcasting System and the Columbia Broadcasting System.

Two Canadian programs were heard throughout the world during the period under review. The first was the Fifth World Concert, arranged by the Union Internationale de Radiodiffusion, and produced by the Canadian Broadcasting Corporation on October 23, 1938. This program, which gave a musical portrait of Canada, was rebroadcast in some fifty-five countries in all parts of the world. Press notices from periodicals in all countries were highly favourable, many of them stating that the Canadian contribution to this series was the most effective yet broadcast.

On February 5, 1939, the CBC participated in the "Salute of Nations" series, a program emphasizing world co-operation and goodwill and dedicated to the New York World's Fair of 1939. This program, broadcast in some twenty foreign countries, also attracted much favourable comment. As a result of Canada's contribution to this series, the CBC was awarded a Certificate of Merit by the National Federation of Press Women in the United States.

The CBC has continued its associate membership of the Union Internationale de Radiodiffusion, whose headquarters are in Berne, Switzerland, and whose membership comprises the major broadcasting organizations of the world.

Monitoring of the strength of certain European and South American short wave stations was again undertaken at the request of the Union Radio Scientifique Internationale of Brussels. This work was done at the CBC Short Wave Receiving Station, which is located just outside Ottawa at Britannia Heights.

The need for a high-power Canadian short wave transmitter became evident even more strongly than in the past. Already one of the frequencies set aside for Canada's use has been taken and occupied by a foreign country. Offers of exchanges of programs with South Africa, New Zealand, Australia, France, Sweden and other countries have had to be turned down because Canada has no adequate short wave facilities. Canada is the only major trading nation not represented on the short wave bands.

#### SPECIAL BROADCASTS

These included special broadcasts on the occasion of national holidays such as Christmas Day, St. George's Day, etc.; actuality broadcasts of typical Canadian scenes and events; and broadcasts of important events occurring elsewhere in the world. In the first category were programs dedicated to the patron saints of the countries forming the United Kingdom—St. George, St. David, St. Andrew and St. Patrick—and programs released to the network on Dominion Day, Hallowe'en, Thanksgiving, Christmas Day and St. Valentine's Day. Sporting events of Dominion-wide interest occupied a fair share of the second category. Outstanding amongst these were the following: the Allan Cup Hockey games between Trail Smoke-Eaters and Cornwall Flyers; the

Canadian Amateur Boxing Championships; the World Championship Dirt Track automobile races from Leamington; commentaries and word pictures of the Calgary Stampede; the Dominion Association Football finals; the Canadian Open Golf Championships; the International Fishing Schooner races between the *Bluenose* of Lunenburg, N.S., and the *Gertrude Thebaud* of Gloucester, Mass.; the International Tuna Fishing Tournament off Halifax; and the Dominion Basketball, Hockey (Memorial Cup) and Football finals. Programs were also devoted to curling, ski-ing, bowling, fishing, tennis, swimming and every other major sport that attracts a following in the Dominion.

Typical Canadian events and scenes took the air when the following broadcasts were heard: the Congress Eucharistique Nationale from Quebec, including the rebroadcast of a special message from His Holiness the Pope to the Congress from his summer residence at Castel Gandolfo; the opening of the Ivy Lea International Bridge by President Roosevelt and Prime Minister W. L. Mackenzie King; the conferring of an LL.D. (Honoris causa) upon the President of the United States by Queen's University; the proceedings of the American Association for the Advancement of Science, which met in Ottawa; the proceedings of L'Association des Medecins de Langue Francaise de l'Amerique du Nord; the Church of England's Service of Witness ceremony from Hamilton; the celebration of the closing exercises of the 150th teaching year at King's Collegiate Schools at Windsor, N.S.; the unveiling of a tablet to pioneer Canadian women in the lobby of the Senate Chamber in the House of Parliament at Ottawa; a series of "man-in-the-street" broadcasts entitled "Street Scenes" from various points across the Dominion; the Saint Jean Baptiste celebrations; the speeches from the La Verendrye tercentenary celebrations from Winnipeg; the Dalhousie University Anniversary celebrations and the opening of the Canada-Newfoundland telephone circuit.

The third category comprises programs which originated in other countries. Perhaps the most important were those associated with the death of His Holiness Pope Pius XI and the election of Eugenio, Cardinal Pacelli, as Pope Pius XII. The CBC gave full coverage to this historic event of international significance from the death of the former Pope on February 9, 1939, to the coronation of the new Pope on March 12. The address of His Majesty King George VI on the occasion of the official opening of the British Empire Exhibition at Glasgow on May 3, 1938, was rebroadcast in Canada together with descriptions of the exhibition. Leading British and European statesmen spoke on the CBC network at various times when overseas programs were rebroadcast in Canada. Among them were Prime Minister Neville Chamberlain; President Albert Lebrun of France on the occasion of his state visit in company with Madame Lebrun to Great Britain; Hon. Anthony Eden; Premier Edouard Daladier of France; President Eduard Benes of Czecho-Slovakia; President Eamon de Valera of Eire; and Signor Benito Mussolini; also several of Adolf Hitler's addresses to the Reichstag and party congresses. His Excellency the Governor General appeared before the microphone in connection with the opening of the Holy Blossom synagogue in Toronto, the special meeting devoted to the King George V Memorial Cancer Fund, the annual meeting of the Canadian Boy Scouts, and a special meeting of the Vancouver Canadian Club. The President of the United States and other American statesmen were also heard on several occasions.

*Statistical Summary.*—During the fiscal year ending March 31, 1939, the CBC presented 18,810 different broadcasts which occupied a period of 7,020½ hours. This represents an increase of over forty-five per cent in the number of programs and almost forty-three per cent in the number of hours. The number of hours filled with broadcasting each day averaged nineteen and a third in 1938-39 as compared with thirteen and two-thirds in 1937-38. Music, which



occupied the largest share of the time, was responsible for 9 651 programs, i.e., about fifty-one per cent of the total. Talks were the next biggest item in the schedule accounting for some 5.779 broadcasts, or over thirty per cent of the total. The other main divisions were, in numerical order—children's programs, drama, special events, overseas programs, Northern Messenger, and public service broadcasts.

### ENGINEERING

The general activities of the Engineering Division have continued to expand. In the operating group, which includes the personnel at CBC studios and transmitters across Canada, there has been an increase in operating man-hours of forty per cent in the case of studios and thirty per cent in the case of transmitters.

Perhaps the most important activity of the Engineering Division was the commencement of construction of the two new 50,000 watt transmitters—one at Sackville, N.B., to serve the Maritime Provinces, and the second at Watrous, Sask., to serve the combined populations of Saskatchewan, Manitoba and Alberta. It is expected that both these stations will be on the air with CBC programs early in the summer of 1939. The construction of these two high-power transmitters concludes the second step of the Corporation's long term plan of increased national coverage. A number of radical changes have been made in these transmitters, and their associated equipment and housing, as a result of experimental work carried on by CBC engineers.

Careful study has been given to the problem of adequate studio facilities in the major production centres of Montreal and Toronto. The architectural branch has drawn up complete plans for new buildings in these centres which will provide the latest word in studio construction and will, besides making adequate preparation for future expansion, consolidate CBC activities in each city under one roof.

Existing plant has been extended at various places such as Halifax, Winnipeg and Vancouver to provide adequate space for increased program and engineering activities. Plans were also developed for improvements in the accommodation at Ottawa, Chicoutimi and Quebec.

The investigation of ground conductivity in Canada was extended to cover completely the Maritime Provinces and the Prairie Provinces during the year. Preliminary investigation was also begun in British Columbia, and it is hoped to complete this survey during the summer of 1939.

An original investigation was carried out by the Research Branch to determine the relative merits from a radiation standpoint, of optimum height vertical radiators of uniform cross-section, when operating with what is known as "shunt" and "series" feed. This work was carried out to a satisfactory conclusion, and a definite contribution was made to the information already available concerning high vertical radiators. During this period also, preliminary work on the setting up of a field strength standard for the CBC was undertaken. Measurements made by members of the Engineering staff during previous years was the basis of a paper on ground conductivity in Canada presented at the annual URSI meeting in Washington.

### PRESS AND INFORMATION

The Publicity Department of the CBC was reorganized during the year, and became the Press and Information Service, with a number of new duties. It was decided to regionalize, as far as possible, the various press releases that were being distributed to various newspapers and periodicals, so that the information could be written especially for the district concerned and in accordance with the style of the publication for which it was intended. With

this in mind, regional representatives were appointed in British Columbia and the Maritimes. These, together with the representative already on the Prairies and the head office staff, form the nucleus of the new service. It is hoped before long to add to the regional staff by appointing representatives for the provinces of Ontario and Quebec. The amount of space devoted to the CBC and its activities in the press of Canada again increased. The Corporation's relations with publishers continued to be, for the most part, on an extremely friendly basis. There was some misunderstanding on the Corporation's policy with respect to subsidiary networks, but this was thoroughly explained at the time of the Parliamentary Committee by both the Chairman of the Board of Governors and the General Manager.

### RELATIONS WITH PRIVATE STATIONS

Co-operation was again the keynote to the relations between the private stations and the CBC. At a meeting of the Board of Governors held in Montreal in March, 1939, the Board met with a representative committee of the Canadian Association of Broadcasters to discuss various problems. Misunderstandings on both sides were cleared up and agreement was reached on other problems that had confronted the private station operators. At the same meeting representations were received from the Canadian Association of Advertising Agencies and the Association of Canadian Advertisers. Their problems were similar to those propounded by the CAB.

Private stations generally carried a greater number of CBC sustaining programs than heretofore and the public response to this move was most gratifying. On special occasions the CBC has permitted non-affiliated stations to join the CBC network to receive programs of national importance and interest. A number of such stations were added in September, 1938, when the crisis in Europe dominated the schedule.

### REGULATIONS

After due deliberation, the Board of Governors enacted an amendment to the regulation concerning the broadcasting of beer and wine advertising in the Province of Quebec. Representations were received from all factions concerned before any action in the matter was taken. It was finally decided to rescind the present regulation, which permits the advertising of wine and beer in the Province of Quebec, and to substitute therefor the following:

"(f) wine and beer, except that programs sponsored by breweries or wine companies will be temporarily allowed in the Province of Quebec subject to the following conditions:

(i) The only announcements of sponsorship allowed shall be two in number—one at the beginning of each program and one at the end.

(ii) The form of such announcements shall be: "This program is presented with the compliments of the ABC Brewery."

"This program has been presented with the compliments of the ABC Brewery," or some suitable and necessary variation of these forms.

(iii) No other announcement shall be made or devices used in any such program to advertise the product of the sponsor.

(iv) All continuities and programs shall be approved by the General Manager before they are broadcast.

The Station Relations Department of the Corporation has kept a close check on the majority of stations and this, together with the monitoring done by officials of the Radio Branch of the Department has ensured that the regulations were being observed.

## FINANCIAL

The administration of the Corporation's business continues to be conducted conservatively by keeping the cost of operations within the range of current revenues, with a safe margin of revenue to spare.

After making a generous allowance for depreciation of fixed assets, the Corporation's net surplus increased by \$357,454.21 as a result of the year's operations.

Fixed assets increased by \$346,561.18, due largely to the construction of new transmitters (incomplete at the 31st of March, 1939) in the Maritimes (CBA) and in Saskatchewan (CBK). These transmitters, when completed, will have cost approximately \$500,000, all of which will be financed out of a Government loan already voted.

The sum of \$50,000 was paid off the first Government loan.

Operating costs in percentage terms and their equivalent for last year are:

	1937-38	1938-39
General and Administration . . . . .	6.77	4.86
Operations . . . . .	14.03	16.73
Programs . . . . .	50.27	50.77
Station Network . . . . .	24.77	20.45
Depreciation . . . . .	4.93	7.65
Interest on Loans . . . . .	.....	0.59
	<hr/>	<hr/>
	100.77	100.45
Less—Inventories . . . . .	0.77	0.45
	<hr/>	<hr/>
	100%	100%

The Auditor General has conducted a continuous audit of the Corporation's accounts as required by the Canadian Broadcasting Act.

# APPENDIX I

## CANADIAN BROADCASTING CORPORATION

### BALANCE SHEET, MARCH 31, 1939

#### ASSETS

##### Current—

Cash in Bank .. . . . . .	\$ 263,217 35	
Cash on Hand and Petty Cash .. . . . . .	2,180 10	
		\$ 265,397 45
Accounts Receivable .. . . . . .	144,128 47	
Less—Reserve for Bad Debts .. . . . . .	2,000 00	
		142,128 47
Department of Finance:		
(Balance owing on account of Licence Fees)	27,186 15	
		\$ 434,712 07

##### Fixed—

Real Estate, Buildings, Technical Equipment, Music, and Studio and Office Furniture at Book Value .. . . . . .	1,452,209 85	
Less—Reserve for Depreciation Nov. 2, 1936, to March 31, 1939 .. . . . . .	377,211 07	
		1,074,998 78

##### Deferred—

Expendable Stores .. . . . . .	13,004 55	
Stationery and Printing .. . . . . .	14,185 37	
Prepaid Charges .. . . . . .	8,695 54	
		35,885 46
		<u>\$1,545,596 31</u>

#### LIABILITIES

##### Current—

Accounts Payable .. . . . . .	\$ 106,510 71	
Prepaid Rents .. . . . . .	80 02	
		\$ 106,590 73

##### Loan for Capital Works—

Dominion Government Loan repayable in Annual Instalments of \$50,000.00 commencing January 1, 1939 (Interest at 3½%) .. . . . . .	500,000 00	
Less—Repaid during year .. . . . . .	50,000 00	
		450,000 00

##### Proprietary Accounts—

Capital Surplus:		
Balance, April 1, 1938 .. . . . . .	534,573 20	
Less—Adjustments during year .. . . . . .	40,196 04	
		494,377 16

Operating Surplus:		
Balance, April 1, 1938 .. . . . . .	149,206 11	
Less—Adjustments during year .. . . . . .	3,488 36	
		145,717 75

Expenditures during 1938-39, applicable to prior period .. . . . . .	8,543 54	
		137,174 21

Operating Surplus 1938-39 .. . . . . .	357,454 21	
		494,628 42

989,005 58

\$1,545,596 31

## APPENDIX II

## CANADIAN BROADCASTING CORPORATION

## INCOME AND EXPENDITURE

April 1, 1938, to March 31, 1939

## INCOME

Licence Fees .. . . .	\$2,652,186	15
Commercial Broadcasting (Gross) .. . . .	581,611	32
Subsidiary Hook-ups (Gross) .. . . .	57,068	77
Miscellaneous .. . . .	17,574	31
	<hr/>	
	\$3,311,440	55

## EXPENDITURES

Programs .. . . .	1,393,017	76
Station Network .. . . .	588,306	27
Engineering .. . . .	481,122	48
General and Administration .. . . .	139,827	06
Press and Information .. . . .	67,087	46
Interest on Loans .. . . .	16,906	67
Commercial .. . . .	77,909	18
	<hr/>	
	2,764,176	88
Depreciation .. . . .	202,814	01
	<hr/>	
	2,966,990	89
Less—Inventory of Expendable Stores .. . . .	13,004	55
	<hr/>	
	2,953,986	34
Net Operating Surplus .. . . .		
	<hr/>	
	\$ 357,454	21







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1939/40

ANNUAL REPORT

OF THE

CANADIAN BROADCASTING  
CORPORATION

1939/40

FOR THE FISCAL YEAR ENDED MARCH 31, 1940



OTTAWA  
EDMOND CLOUTIER  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1940



371 B  
-455  
Government  
Publications

# ANNUAL REPORT

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# CANADIAN BROADCASTING CORPORATION

FOR THE FISCAL YEAR ENDED MARCH 31, 1940

OTTAWA  
EDMOND CLOUTIER  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1940

OTTAWA, November 4, 1940.

The Hon. C. D. Howe,  
Minister of Munitions and Supply,  
Ottawa, Ont.

SIR:

In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, I have the honour to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended March 31, 1940.

I have the honour to be,

Sir,

Yours faithfully,

RENÉ MORIN,  
*Chairman, Board of Governors.*

BOARD OF GOVERNORS

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RENÉ MORIN, Montreal (*Chairman*)

N. L. NATHANSON, Toronto (*Vice-Chairman*)

MRS. NELLIE MCCLUNG, Victoria

J. WILFRID GODFREY, K.C., Halifax

The REV. CANON W. EASTLAND FULLER, Campbellton

ALAN B. PLAUNT, Ottawa

MAJOR-GENERAL VICTOR W. ODLUM, Vancouver

DEAN ADRIEN POULIOT, Quebec

The REV. JAMES SUTHERLAND THOMSON, D.D., Saskatoon





# CANADIAN BROADCASTING CORPORATION ANNUAL REPORT

1939-1940

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This is the Annual Report of the Canadian Broadcasting Corporation for the fiscal year April 1, 1939, to March 31, 1940.

During the period under review, the CBC met problems which in magnitude and importance dwarfed anything that it had hitherto encountered. The Royal visit to the Dominion presented the Corporation with its greatest opportunity, and probably with the most extensive task ever undertaken in the history of broadcasting—namely, to keep the public of Canada informed, during six weeks and throughout an itinerary of over 7,000 miles, of every step in Their Majesties' progress. To accomplish this, the CBC drew to the full on its resources in money, personnel and equipment. On its conclusion, the Corporation looked forward to a period of ordered development and long-term planning.

But the outbreak of war put an immediate end to these hopes. Every home, every industry, every institution in Canada had to revise its plans for the future. The whole art and business of broadcasting had to be transferred at once from a peace-time to a war-time footing; and the CBC had to envisage new and compelling problems, involving every aspect of its operations. How these problems have been met in the various fields—news, propaganda, maintenance of national morale, censorship, protection, personnel, reorganization, technical development, etc.—will be made clear in various passages of this report.

## BOARD OF GOVERNORS

During the period under review, some changes have taken place in the Constitution of the Board. The Corporation learned with great regret of the resignation of Mr. Leonard W. Brockington, K.C., Chairman of the Board, who had so ably guided the CBC through its formative years; and also of the resignation of Monsignor Vachon, who resigned in order to assume the position of Rector of Laval University. On Mr. Brockington's resignation, Mr. René Morin was appointed Chairman and Brig.-General Victor W. Odlum, Vice-Chairman. In the course of the year, the Governor in Council was pleased to reappoint for a further period of three years Mr. René Morin and Mrs. Nellie McClung. To fill the vacancies on the Board caused by the resignations of Monsignor Vachon and Mr. L. W. Brockington, the Governor in Council was pleased to appoint Dean Adrien Pouliot, L.Sc., of the City of Quebec; and the Rev. James Sutherland Thomson, M.A., D.D., President of the University of Saskatchewan of the City of Saskatoon, to be members of the Canadian Broadcasting Corporation's Board.

During the year, meetings of the Board of Governors were held on July 6 and 7, 1939; October 16 and 17, 1939; and January 22, 1940.

## PROGRAMMES

In the spring of 1939, much of the time and energy of the Program Division was devoted to preparations for the Royal Visit and for the special Empire Day program, broadcast from Winnipeg on May 24. The actual broadcasting of the Royal Tour—which began on May 6 with the departure

of Their Majesties from Portsmouth, and ended with their safe arrival home on June 22 was supplemented by special talks, commentaries and feature programs—all directly related to the Tour itself. The success of these broadcasts, which was due to careful planning in advance, and effective co-operation between the Program and Engineering Divisions, indicates that the CBC has retained sufficient flexibility to adapt itself rapidly to new responsibilities. The daily broadcasts became an integral part of the Tour itself; they made each successive stage of Their Majesties' progress across the Dominion, a living and vital part of the daily lives of millions of Canadians during those memorable weeks.

When, in late August, the international situation became acute and events moved with ever-increasing momentum toward war, the same quality of flexibility made rapid readjustments possible. The whole program pattern was changed overnight to meet the public demand for an extended service of news bulletins, analyses and informed commentaries. Later this was so organized that listeners might get dependable news at definitely established periods, supplemented by special talks and commentaries, without disturbance to the balance of general programs of music and entertainment.

Every section of the Program Division has, in greater or less degree, assumed some share of the special responsibilities that devolve upon national radio in a time of national emergency. This is reflected in the brief summaries of the activities of the different sections of this Division, which follow. Even in time of peace, national radio has played an increasingly important role in welding together the diverse elements of our population; in wartime it serves also to interpret policy, by bringing the country's leaders in constant contact with listeners, and to sustain morale by means of programs that adequately interpret the will of the whole Canadian people to prosecute the war to a victorious conclusion by every means in their power. In contrast with the last war, when the feeling of separation between the men overseas and their homeland was acute, radio has bridged the distance with broadcasts from the troops to Canada, and from Canada to the troops. Neither has it been forgotten, in integrating all of these war-time programs into the general program pattern, that a reasonable balance of music and drama, of healthy entertainment and relaxation, is essential to the mental health of a people at war.

The organizing and equipping of the CBC Overseas Program Unit; the inauguration of a News department; the extension of the Farm Broadcasts to the Maritimes and the Prairies; the State funeral ceremony for the Governor General of Canada, Lord Tweedsmuir; and the broadcasts and news service in connection with the Dominion Election, are special developments of the twelve months under review. There has also been a marked increase in exchange programs taken from BBC—particularly news, eye-witness accounts, actualities and special talks. Most of the news bulletins received from BBC and broadcast on the coast-to-coast network were translated immediately into French and carried on the network of the Province of Quebec.

#### ROYAL TOUR BROADCASTS

In a series of ninety-one Royal Visit programs during the months of May and June, CBC gave the people of Canada—and many listeners in the United States and Great Britain as well—a day-by-day account of Their Majesties' visit to the Dominion and to the United States. From May 17, when Their Majesties stepped on Canadian soil at Quebec, until their departure from Halifax on June 15, there was no abatement of popular interest and enthusiasm: the recordings of the Royal Tour broadcasts provide a permanent record of this demonstration of loyalty and affection. The eye-witness commentaries both in French and in English, were supplemented each evening by rebroadcasts; many

of these were heard with great interest by members of the Royal Party. Included in the series, were the addresses by His Majesty at Quebec, at Victoria, at Halifax, at the Guildhall in London upon his return; his memorable address to the Empire at the conclusion of the Empire Day Program broadcast to the world from Winnipeg; and the addresses by Her Majesty Queen Elizabeth at Ottawa, Toronto and Halifax. Descriptive accounts of Their Majesties' visit to the United States, were carried as exchange programs from the NBC.

#### CBC OVERSEAS PROGRAM UNIT

By arrangement with the Dominion Department of National Defence, a CBC Program Unit consisting of one commentator and one engineer, accompanied the First Division of the CASF when it sailed for Great Britain in December. This unit made a series of historic recordings of the embarkation, the trip across the Atlantic, and the landing in Britain. A selection of these recordings was then broadcast back to the people of Canada through the short-wave facilities of the BBC. Later—following a visit of inspection and survey by the General Supervisor of Programs—the Overseas Program Unit was expanded to include two additional commentators (one French-speaking), two engineers, and a specially designed armoured mobile unit, complete with equipment for recording. The Overseas Unit has prepared for broadcast each Monday evening, since the arrival of Canadian troops in Britain, a half-hour program "With the Troops in England," in the preparation of which they have had the full co-operation of the Canadian and British military authorities, and of the BBC. Early in 1940 two additional mid-week programs from overseas were added, giving Canadian listeners a first-hand description of Britain in war-time, including, every second week, a talk by a British speaker, or a Canadian resident in Britain; in English to the national network and in French to the French network.

The Overseas Program Unit has also co-operated with the BBC, in presenting three half-hour programs weekly to the Canadian troops in Great Britain. Recordings of selected feature programs are made in Canada and sent to England for rebroadcast to the troops in these established program periods. A fifteen-minute summary of Canadian news, and a ten-minute summary of sports news, have been cabled to London each week, and put on the air by an announcer from the staff of the Overseas Program Unit. During the winter months, N.H.L. hockey games were broadcast weekly by short-wave from Canada to the troops overseas.

#### LANGUAGE PROBLEM

In spite of serious technical and financial difficulties the CBC has increased its efforts to ensure that Canadian citizens, wherever they may live, will be able to receive suitable and acceptable programs. A number of programs bilingual in content and announcements have been carried on the national network. The Commercial Department has produced some very popular programs appealing especially to French-Canadians.

The statements that follow give a fair picture of the general activities of the Program Division in the production of English, French, and bilingual broadcasts.

#### OPERAS AND ORATORIOS

Through the courtesy of the National Broadcasting Company, the CBC was again enabled to bring to its listeners the season's presentations of the Metropolitan Opera Company. These included performances heard direct from the stage of the Metropolitan Opera House in New York City, as well as several performances by the Company in other American cities.



During the season the CBC also broadcast several operas performed in Canada. Among them was "Carmen," performed in Montreal, and several radio versions of operas from Winnipeg.

Berlioz' oratorio, "The Childhood of Christ," was given from Montreal under the direction of Jean-Marie Beaudet, who also presented some of Palestrina's Motets and Honneger's "King David." The Winnipeg Symphony Orchestra and the Winnipeg Male Choir, directed by James Robertson, were heard in a performance of George Dyson's "The Canterbury Pilgrims," and Dr. Healey Willan's cantata, "The Mystery of Bethlehem," was broadcast also from Winnipeg under the direction of H. W. Anderson.

#### SYMPHONY

The CBC broadcast many symphony concerts during the year, notably those given by the Toronto Symphony Orchestra, conducted by Sir Ernest MacMillan, which were relayed to the Mutual Broadcasting System, and the Promenade Symphony concerts conducted by Reginald Stewart, relayed to the National Broadcasting Company in the United States. These concerts were presented in Toronto.

From Montreal were broadcast the winter and summer concerts of Les Concerts Symphoniques under guest conductors, and the Montreal Symphony Orchestra, conducted by Douglas Clarke. These were also heard over the MBS network. Series of broadcasts were also presented by the Winnipeg Symphony Orchestra and the Vancouver Symphony Orchestra.

From New York came the NBC Symphony Orchestra, directed by Arturo Toscanini, and the New York Philharmonic Orchestra directed by John Barbirolli. During the season exchange programs also enabled listeners to enjoy the concerts of the WOR Symphony, the Mozart Concerto Series presented by the Mutual Broadcasting System, the concerts of the Boston Pops Orchestra, the Washington Symphony Orchestra, and others from Cleveland, Philadelphia, and Hollywood.

#### CHAMBER AND CONCERT MUSIC

The chief Canadian chamber and concert groups, as well as various celebrated musical organization from other countries, were heard on the National network. The Hart House String Quartet of Toronto gave a number of performances, while the Griller String Quartet of London, England, the Tudor String Quartet of Winnipeg, the Quatuor Lallemand, Quatuor de Montréal, and several others were presented during the season from other parts of the Dominion. Special broadcasts included "The Requiem" by Fauré, Rossini's "Stabat Mater" and "Les Enfants à Bethléem" by Pierre, also the premiere over the air of "Le Roi David", by Honneger, all under the direction of Jean-Marie Beaudet. The series of broadcasts from the United States entitled "New Friends of Music" was brought to listeners in Canada, as well as the Coolidge Festival from Washington and the William Primrose Quartet from New York. This latter group alternated with other world-famous quartets in performances of the complete string quartets of Beethoven. The CBC String Orchestra, directed by Alexander Chuhaldin, was heard during the season with many distinguished guest artists.

#### CHORAL MUSIC

Choral groups from all parts of Canada again received recognition on the air. Thus, the Mendelssohn Choir of Toronto, directed by Dr. H. A. Fricker, presented a notable performance of the B Minor Mass by Bach. This was the first CBC presentation of its kind, and took two hours to perform. It was presented in Convocation Hall, Toronto, before an invited audience, and

was relayed to the Columbia Broadcasting System at the close of the series by the New York Philharmonic Orchestra. The Mendelssohn Choir also presented Part One of Handel's "Messiah," and was later heard on the Canadian Legion Remembrance Day broadcast. The Cathedral Singers, directed by W. H. Anderson, also broadcast from Winnipeg.

Again this year, programs from the internationally famous Montreal Festival were broadcast on the national network, with such prominent American artists as Wilfred Pelletier, Rose Bampton, Léon Rothier, and Raoul Jobin participating.

From Vancouver the Welsh choral group known as the "St. David's Choir" was also heard on the network. In lighter vein, "New World Ballads," a series of broadcasts prepared by John Murray Gibbon on Canadian themes, was presented from Montreal and Toronto.

#### RECITALS

Vocal and instrumental recitals were presented in series from Montreal, Winnipeg and Vancouver.

#### MUSIC AND DRAMA

A series of travelogues depicting in dramatic or actual form places of interest in Canada was presented on the national network under the title "Canadian Snapshots". This program included original Canadian compositions played by a concert orchestra.

"Carry on Canada!", a program devoted to various aspects of Canada's war effort, was given weekly on the network. It took the form of dramatized pictures of war industries, patriotic endeavour, and so on. In addition, every three months the CBC broadcast a dramatization of world events, entitled Quarterly Review. The first in this series was "This Was 1939."

"Canada Carries On," a review of Canada's war effort, was beamed to England. During the visit of Their Majesties to Canada a special broadcast was presented to the Empire on Empire Day. His Majesty King George VI spoke to his subjects, and messages were broadcast from all the dominions. A symphony orchestra directed by Percy Faith, linked together each country's message of loyalty and affection.

A number of sketches specially written to indicate the importance of the international struggle going on in Europe were broadcast on the French network.

#### BANDS AND DANCE BANDS

Percy Faith's Music was again broadcast to both Canadian and American audiences; in a recent poll by "Variety," this was rated the fourth most popular program of its type in America. Other successful programs of the same kind were "Appointment with Agostini," "Serenade for Strings," "Styled by McIvor," and "Arabesques."

Dance music played by the Dominion's leading dance orchestras again occupied a portion of the CBC's program schedule. In addition, many popular dance orchestras in the United States were heard in Canada by means of exchange programs from one or other of the American networks. The Band of H.M. Canadian Grenadier Guards from Montreal and the Toronto Symphony Band were also broadcast.

#### VARIETY

The Happy Gang from Toronto again proved popular on the network. Several variety programs, entitled "CBC House of Variety," and directed by various guest conductors, were provided for the troops at Exhibition Camp in



Toronto. Other Canadian productions of this type included "Woodhouse and Hawkins," etc. Many outstanding commercial programs originating in the United States were heard in Canada through the CBC network.

Outstanding success was obtained in the province of Quebec with "S.V.P.", a program of the "information" type. This success was shared by an ingenious variety show "La Rhumba des Radio-romans" and by a novel performance using crossword puzzles as a basis and simply known as "Les Mots Croisés."

The Quebec network also carried occasionally a number of variety programs such as those produced to celebrate Christmas, the New Year and important anniversaries.

#### DRAMA

Canadian authors enjoyed a good share of the year's drama activities. Fifty-eight Canadian authors contributed to the season's work, representing 189 half-hour Canadian plays. Also forty plays by English and Australian, and twenty-nine by American authors were broadcast. An experiment was tried in the performance of an English serial—"Number Seventeen," by J. Jefferson Farjon; this proved so popular with listeners that a further series on this same subject has been arranged for the coming season. On the Quebec network: "Un Homme et son Pêché," "Les Belles Histoires des Pays d'en Haut," both by Claude-Henri Grignon, an arrangement of "Maria Chapdelaine," and a number of commercial French sketches by the CBC met with great success. The most interesting series of dramatic programs was that of Classical Plays by Corneille, Racine, Molière and Victor Hugo; these proved extremely popular especially in educational circles. The drama presented during the past year has been of very even quality which indicates that Canadian authors are now showing a competent grasp of the medium.

#### FARM BROADCASTS

With the declaration of war in September 1939, the regional farm broadcasts became clearing houses for official Government recommendations concerning agricultural production under war conditions. On April 1, 1939, a fifteen-minute broadcast over CBL was the only CBC Farm broadcast. On May 1 this Ontario Farm Broadcast was extended to a half-hour, including a daily dramatic sketch, "The Craigs," depicting phases of Ontario rural life. Then came a weekly fifteen minute interview with prominent agricultural officials, farmers and Junior Farmers, broadcast over CBL from May 6 to September 16. On June 19, 1939, the Maritime Farm Broadcast was begun and on September 25 the Prairie Farm Broadcast—both daily half-hour programs along the same lines as the Ontario broadcast, except that music was substituted for the dramatic sketch. On Thursday, November 23, a new series of weekly interviews was inaugurated on the Ontario Farm Broadcast followed by similar series in both the Maritimes and the Prairies. Whenever the subject of these interviews was considered likely to interest more than one region, the interview was recorded and forwarded to that region for local use. On two occasions an exchange program was provided for all three regions in which speakers dealt with the same subject but treated it in a manner suitable to their particular region. This Thursday series was still in progress at the end of March, 1940.

On February 5, 1940, the Ontario Farm Broadcast was extended to the complete Ontario network and to CBL, Montreal, and CHLT, Sherbrooke, with Montreal market reports originating in Montreal.

We have continued this year the popular series "La Réveil Rural," broadcast programs for the French-speaking Quebec farmers.

## FEATURE BROADCASTS

The Features Department aims at taking some particular aspect of contemporary Canadian life and giving it dramatic form. Accordingly, since the outbreak of war, many important feature presentations have reflected the preoccupation of Canadians with war-time activities, e.g., "A Day in the Life of a Recruit," "A Day in the Life of the Air Force," "The Royal Canadian Navy," and "Christmas with the Troops." Other programs during the same period dealt with different aspects of everyday life and business, e.g.,—"The Story of Wheat," "The Story of Fur," and "City Desk," the story of Canadian newspapers. The diversity of cultures which contribute to the Canadian heritage are the warp and weft from which a pattern that is distinctly Canadian is slowly taking form. In the development of feature programs, this Department has attempted to develop, from these diverse traditions, themes that are new and significant. Arrangements were made with the BBC for the rebroadcast on the CBC National network "The Shadow of the Swastika."

## ACTUALITY BROADCASTS

The CBC again made available to listeners most of the important sporting events of the period in Canada, United States, and England. These included commentaries on the Ryder Cup Matches (BBC), American yacht races (NBC), the principal rugby games, the NHL hockey games, the Dominion Ski Championships, the Dominion Lacrosse Championship, the Governor General's Curling Match, the World Baseball Series (NBC), The Davis Cup Matches (BBC), the Bisley Shoot (BBC), the Canadian Tennis Tournament, the International Dogsled Derby, the Grand National Steeplechase (BBC), the Canadian Henley, etc. Actuality presentations included the openings of Dominion and Provincial Parliaments, the opening of the Canada-Newfoundland telephone short wave service, and descriptive broadcasts of hunting and fishing in different parts of the Dominion. The most important assignment of this division was of course the Royal Tour, described earlier in this Report.

## ANNOUNCING

The Supervisor of Broadcast Language completed a Guide to Canadian Place Names and arranged for preliminary auditions for candidates for appointment as announcers, on a regional basis. Realizing the great and growing influence that radio exercises on the speech habit of the community, the CBC has continued to recruit its announcing staff from educated men, preferably University graduates or men with radio experience. Since the outbreak of war, with the scene of active conflict shifting rapidly from country to country, the CBC Broadcast Language Department has faced many new problems. It has been necessary to find acceptable pronunciation for proper names from almost every country on the globe, and to standardize these pronunciations in all regions. Wherever possible, natives of these countries or others with first-hand knowledge of their languages, have been consulted for guidance.

A Handbook for French Announcers was published during the year. This work which was compiled by the Supervisor of Publicity for the French network is a guide to correct pronunciation and general usage of the French language. There has been a considerable demand for this book from the general public outside the CBC.

## TALKS

Since September, 1939, talks have occupied an increasing importance in the Corporation's program. The five afternoon periods, six early evening and three late evening periods (exclusive of the Western Network periods) already given

to talks have been augmented since the outbreak of war by the addition of almost daily topical periods devoted to BBC talks and to Canadian originations dealing with comments on last minute news and events connected with the national war effort. The policy of holding round-table discussions on world problems was continued throughout the year. Among the most important series of talks were "The World To-day," "European Commentary" from BBC, "This Canada" by Arthur L. Phelps, "Old Country Mail" by R. S. Lambert, "Sinews of War" by R. A. McEachern, and "Canadian Heritage." Among the many distinguished speakers from overseas who have given talks on the French network special mention may be made of the following as representative: M. Charles Bruneau, of the Sorbonne (Paris), in a series of talks on grammar and linguistics which were afterward printed in book form; also MM. Jacques DeLacretelle, Louis Giller of L'Académie Française, Maurice Genoyeux, Georges Claude, celebrated scientist of L'Institut, the Duc de Levis-Mirepoix, and the Marquis de Montcalm. Besides these, a host of individual talks were broadcast covering a wide range and falling under headings as cultural, scientific, health, human interest and experimental.

The viewpoint of Canadian women on questions of special interest to Canadians has been presented in talks given in five afternoon periods weekly throughout the year. In these periods women specialists have spoken on the various fields of child, home and community welfare, as well as on topics of general and cultural interest. Since the outbreak of war, many talks have also been included to interpret Canada's war activities from the angle of the Canadian women, as well as to give her contribution to the national war effort.

Series of talks under the title of "Actualités Scientifiques," "Mon Clocher," "Mon Métier," "Les Formes de Gouvernements" and "Sur la Scène du Monde" have been offered on the Quebec network; many of these were devoted to subjects related to the war.

#### LISTENING GROUPS

In the field of community life, the development of listening groups as a corollary to educational broadcasts was the subject of an experimental project fostered by the CBC and the Canadian Association for Adult Education. A program designed specially for listening groups was given under the title "An Enquiry into Co-operation." Over five hundred and fifty listening groups were formed to follow this series; all of them asked for and obtained study material and reading lists. This meant that at least ten thousand persons were following that one series as an organized study project.

#### CHILDREN'S PROGRAMS

The CBC presented two programs for children during 1939 and 1940—"Just Mary"—a series of original stories—was heard on the National Network on Sunday for thirty-nine weeks from October 15, 1939, to June 23, 1940. "The Children's Scrapbook"—a half-hour variety program—presented on the National Network from October 21, 1939, to March 4, 1940. From this date, the Mutual Broadcasting Corporation carried the series until it terminated on June 29. The items of this program comprised short dramatic inserts; personal appearances of interesting people; actuality broadcasts through the co-operation of the Special Events Department; musical selections by six-piece string orchestra.

#### NEWS

The organization of a News Department to provide a more adequate service to the public in each region and to ensure a uniform and acceptable style in news bulletins—proved particularly timely in view of the greatly increased



emphasis on news brought about by the War. When the international situation reached a crisis, emergency measures were taken in co-operation with the Canadian Press, to provide the Canadian listening public with a reliable, up-to-the-minute news service, together with additional special broadcasts and foreign commentaries. To facilitate the instant release of news, an extra Dominion-wide duplicate transmission circuit was engaged. This permitted immediate cut-ins of important news on all programs. A few weeks after the outbreak of war the news service was regularized to include fifteen-minute summaries for each region at breakfast time, lunch time and dinner time with a national news summary from Toronto at eleven p.m. E.S.T. In developing this national service of news bulletins, integrity has been the keystone—a sincere desire to serve the interests of individual listeners, and of the country, by putting on the air only news that is authentic and authoritative, avoiding rumour, false emphasis and sensationalism.

On September 19, the BBC News transmission direct from London, England, was established as a daily feature on the CBC National network, bringing to Canadian listeners not only the latest world news but in addition, valuable background information in the form of eye-witness accounts, commentaries and talks by naval, military and other experts.

A special staff was maintained in Montreal to prepare French variations of the news bulletins provided by The Canadian Press in English. Special attention has been given to the BBC news which is translated and broadcast in French within half an hour of the time it is given from London.

#### NORTHERN MESSENGER SERVICE

This greatly appreciated weekly service of messages to the inhabitants of the Northwest Territories and the Arctic Regions of Canada began, during the period under review, on Friday, December 15. The period, which was reduced to a half hour, was carried on the CBC mideast and western network. Two thousand three hundred and four messages, all carefully checked and edited, were broadcast during the period December 15 to March 29.

#### RELIGIOUS PERIODS

We have continued to present each Sunday on the National network, in co-operation with the National Religious Advisory Council, the two half-hour periods, "Religious Period" and "Church of the Air." Again this year "L'Heure Dominicale" was offered every Sunday afternoon on the Quebec network.

#### PUBLIC SERVICE BROADCASTS

There has been a marked increase in the Public Service Broadcasts field. Many broadcast appeals for funds have been made by charitable organizations such as the Canadian Legion, the Canadian Red Cross, the Salvation Army and the I.O.D.E. Among the many valuable broadcasts scheduled was a series of interviews with unemployed members of the Federated Work-Finding Clubs, as a result of which many of those interviewed found satisfactory employment.

#### STATISTICAL SUMMARY

During the fiscal year ending March 31, 1940, the CBC presented 29,889 different broadcasts which occupied a period of 10,473 broadcasting hours. This represents an average of over 28½ hours of broadcasting a day. The

following figures show the progressive development in number and length of broadcasting programs during the last three years:—

	April, 1937, to March, 1938	April, 1938, to March, 1939	April, 1939, to March, 1940
Total number of broadcasts.....	12,922	18,810	29,889
Total hours of broadcasting.....	4,904h. 45'	7,020h. 36'	10,173h. 05'
Average broadcasting per day.....	13h. 26'	19h. 14'	28h. 37'

Or in terms of percentage:—

	1938	Increase 1938-1939	Increase 1939-1940	Increase Since 1937-1938
Total number of broadcasts.....	12,922	45.6%	58.9%	131.3%
Total hours of broadcasting.....	4,904h. 45'	43.1%	49.1%	113.5%

The extension cannot be attributed to the war alone. Although the outbreak of war was directly responsible for an increase, the scheduling of additional news bulletins was affected prior to the outbreak of war—to be specific, in July, 1939. This extension of news services, both in English and French, was in conformity with the CBC's previously mentioned policy of rendering greater service to the different geographical districts. In June, the Corporation presented a total of 177 newscasts, occupying 38:50 hours. In July the CBC released 304 news bulletins, occupying 75h. 35'.

Among the 931 war broadcasts there were 276 talks, 284 news bulletins, 205 news flashes, and 112 news commentaries.

## ENGINEERING

During the period under review, there has been a continued expansion in all activities of the Engineering Division, in operations, in new construction and in development work.

### OPERATIONS

In the operating groups, which include the technical personnel at CBC studios and transmitters across Canada, there has been an increase in operating Man-Hours 91 per cent at the transmitter plants and 20 per cent at studio points. This expansion of activities has been met by a 46 per cent increase in operating personnel.

The expansion is due to the completion of new plants and the growth of the CBC's program service.

### CONSTRUCTION

Perhaps the most important activities in new construction was the completion of the two new 50,000 watt transmitters—one at Sackville, N.B., to serve the Maritime Provinces, and one at Watrous, Saskatchewan, which provides an excellent service in all three Prairie Provinces. The construction of these two transmitters, the very latest word in modern radio equipment, marks another important step in the development of the long term plan of increased coverage by the CBC.

Another important engineering enterprise was the commencement of the construction of a modern 5 kw. station at Marierville, which is expected to be completed early in the summer of 1940. This replaces the present CBM transmitter at Laprairie as the Regional English outlet for the Province of Quebec.

During this period, the Engineering Division completed the construction of a large Mobile Unit which combines studio and transmitting facilities as well as a complete recording laboratory, this permits the handling of extensive special events broadcasts in places remote from studio centres. The construction

of another unit for special war duties overseas was also commenced during this period, and will be ready early in June, 1940.

The plans, mentioned in last year's Report, for the erection of new buildings in Toronto and Montreal have been postponed probably for the duration of the war in line with the decision of the Federal Government to suspend construction of public works during that period. In both cities, however, everything possible has been done by means of adaptation and alteration of existing space and equipment to make the studios more efficient.

Plans were also developed for necessary alterations to studios at Ottawa and Halifax.

#### DEVELOPMENT

The investigation of ground conductivity in Canada which was begun in the previous period was completed with the survey of British Columbia. Considerable development work was undertaken to establish a satisfactory standard of field strength measuring equipment. Other important investigations covered the rapid progress of frequency modulation and other transmission problems.

The Engineering Division continued to co-operate on the solution of engineering problems with other organizations more particularly the Canadian Electrical Standard Association (on specifications for measuring equipment) and the BBC and the French Government (on overseas short-wave transmissions).

#### SPECIAL ACTIVITIES

The activities of the Engineering Division were also influenced by the two great events which have marked the period under consideration, the visit of Their Majesties to Canada and the state of war.

#### ROYAL VISIT BROADCASTS

The preparation for the Royal Visit broadcasts was undertaken early in 1939. Approximately one hundred employees of the Engineering Division, including the staff and personnel at regional points across Canada, devoted a considerable amount of their time to the work. Complete new broadcasting facilities were designed by CBC engineers, and equipment built to rigid specifications was distributed across Canada well in advance of requirements. Over one hundred broadcasting units of various types, representing the latest advance in broadcast equipment and including numerous entirely novel features, were used by the CBC engineers. These facilities permitted for the first time the use of the "hopping system" of commentaries, in which numerous commentators at widely separated points were able to "take the air" smoothly and rapidly in any sequence. This series of broadcasts, which brought the listener successively to some thirty cities across Canada and linked our country with the outposts of the Empire, constituted what is thought to be the most formidable undertaking in the history of actuality broadcasting. It was completed without the loss of a single programme.

#### WAR ACTIVITIES

Realizing the importance of assuring the continuity of broadcasting service in Canada, the CBC, immediately at the start of war, completed arrangements for the protection of all CBC transmitter plants against sabotage. The measures taken included the installation of floodlighting and other protective equipment, and, with the co-operation of the R.C.M.P., the provision of adequate guarding personnel.



Co-ordinating its efforts with those of the Program Department to keep the Canadian public completely informed on war events, the Engineering Department engineered and handled many special programs related to war, and also designed special equipment for use by our overseas unit, which was accompanied to England by two engineers of the Department.

### PRESS AND INFORMATION

The Royal Visit to Canada, the opening of CBA and CBK, development of the printed program schedule for the Ontario Region, the war and the CBC's war efforts, and the establishment of organized activity in the publication of talks and booklets were the most important phases of the work of this division during the period from April 1, 1939, to March 31, 1940.

#### THE ROYAL VISIT

The Royal Visit provided an opportunity for the Press and Information Service to reach and assist many publications which previously had neglected the CBC and its work. Publicity material dealing with the Tour, including pictures, was supplied to all publications in Canada, and to many abroad. After the Royal Visit, many publications issued special illustrated articles explaining to readers how the CBC had broadcast the Tour. Additional publicity for the CBC, as a result of the Royal Visit, has been obtained through a colour film taken by two members of the CBC staff. This motion picture has been shown on numerous occasions—at the Western Ontario Fair, London, in churches, at service club meetings, etc., and it is estimated that some 17,000 people saw the film during the above period. It is still being shown.

#### OPENING OF CBA AND CBK

Stations CBA and CBK were both opened in time for the Royal Visit, and both were well publicized in the press. A small advertising campaign was carried through in Saskatchewan dailies, in the interest of CBK, and some 3,000 copies of a 12-page booklet in three colours were distributed. Another advertising campaign, this time of nation-wide scope, was conducted during April and May by the RCA-Victor Company, dealing with the broadcast arrangements of the CBC for the Royal Tour. This division co-operated with RCA-Victor in the preparation of copy and general plans for the campaign.

#### PRINTED CBC SCHEDULE

This period also saw the inauguration in the Ontario Region of the printed CBC Program Schedule, the most important development in the publicity plan to date. Replacing the mimeographed schedule, it contains complete listings of the programs emanating from CBC's stations in Ontario each week, a number of program annotations, pictures relating to the programs and short articles. This schedule is circulated to daily and weekly newspapers, advertising agencies and educational leaders. It has aroused wide interest and produced an excellent psychological effect. Copies of the schedule have been requested in ever-increasing number by the general public, but owing to the restrictions dictated by lack of funds, the circulation continues to be limited to between 600 and 700 copies per week. In fact, as a wartime measure of economy, the mailing list has been reduced to avoid waste.

In addition to the printed and mimeographed schedules, a weekly column entitled "Along the Air Waves," in mimeographed form, is distributed in Ontario to some 50 weekly papers, and to a proportionate number in the other regions. This also is being widely used.

## IDENTICAL REGIONAL SERVICES

Identical services to that of the Ontario Region have been established in the other regions, except that the program schedules in British Columbia, the Prairie Region, Quebec and the Maritimes are mimeographed instead of printed. Printing of the CBC Program Schedule for the Prairie Region and other regions to follow suit later if possible is under contemplation.

## CO-OPERATION WITH C.P.

Although, generally speaking, the daily newspapers in Canada continue to confine themselves to bare listings, the P & I Service has achieved satisfactory co-operation from the Canadian Press in getting news stories on its wires, in connection with broadcasts dealing with the war effort, overseas relays, etc.

## PERIODICALS ASSISTING

Feature articles have appeared in many publications, for example Maclean's Magazine; Onward (United Church paper with 130,000 circulation); The Children's Year Book (A Book of Knowledge annual, published by the Grolier Society, New York); various yearly reviews; a monthly page of CBC educational programs in the Canadian School Journal; a special issue of "Food for Thought" (February, 1940), the magazine of the Canadian Association for Adult Education; special news articles for the farm press, etc. Manuscripts of interviews given on farm broadcasts are supplied to farm papers for reprint in article form. In the Quebec Region, particular importance has been attached to the recruiting of listeners in schools. Special information has been sent to these and letters testify to the gratification with which many colleges and convents in Quebec have followed Radio-Canada's "Racine" plays.

## PHOTOGRAPHIC SERVICES

Besides the regular matrix services of the CBC, now being issued regularly on an exchange basis between the regions, the P & I Department has established connection with a Photo News Service in Toronto, which places pictures with such publications as *Maclean's*, *Chatelaine*, *Saturday Night*, and the *Toronto Star Weekly*, without cost to the CBC. Several other publicity efforts are being worked out in the various regions.

## " NEIGHBOURLY NEWS "

In co-operation with the weekly press, a series of Sunday morning broadcasts was inaugurated this year. "Neighbourly News from the Weeklies," presented by Andy Clarke, is a feature which has proved so successful in Ontario that similar broadcasts are being inaugurated in other regions as well. These programs are of great value in developing good-will between the CBC and the press.

## PUBLICATIONS BRANCH

The above period saw the establishment of a Publications Branch of the Press and Information Service. This is a central branch, located at the P. & I. head office, responsible for the publication of all printed matter outside of the program schedules, such as reprints of talks, leaflets for educational institutions, booklets and books. Mimeographed copies of talks, particularly the series of health talks, were made and sold to the public at ten cents each. In a few cases, copies of talks were sent free on request. During the latter part of the

period in question, one book, "This Canada," was published in an edition of 2,000 copies retailing at 25 cents per copy. Groundwork for future publications was also laid, and preparations completed for the publication of two other books, which came off the press shortly after the end of the period in question: "Enquiry into Co-operation" (1,500 copies at 50 cents per copy), and "The Canadian Heritage" (500 copies at 25 cents per copy). All these books are published in conjunction with CBC broadcast series, advertised on the air and distributed at the above-mentioned prices to the public. It is expected that all of these books will be sold out and that all printing and distribution expenditures will be covered from receipts.

#### CBC'S WAR ACTIVITIES

Immediately upon the outbreak of war on September 1, the Press and Information division prepared to assist Canada's war efforts by giving maximum publicity to all broadcasts concerning these efforts. During the first months of the war, numerous pictorial and story releases were circulated, calling attention to prominent speakers on the air, to feature programs broadcast in connection with Canada's war effort, and to the CBC's staff with the mobile unit overseas.

#### PERSONNEL

On the declaration by Canada of a state of war with Germany, a number of CBC employees were called upon to join various units of the armed forces of the Crown, with which they had contracted obligations in peace time. All such employees were granted leave without pay, and given to understand that on their return from active service, positions financially equal with those which they vacated would be found for them on the staff of the CBC. Personnel to replace those on active service was recruited on a temporary basis.

The Minister of Transport indicated in the early days of the war that the CBC was an essential service which must be maintained at full efficiency. In these circumstances employees of the CBC were informed that before making any attempt to join the armed forces, they had to obtain permission from the Corporation. In cases where such permission has been granted, similar guarantees for the future were given, and temporary replacements were made when necessary.

During the period under review a complete survey of CBC personnel was begun. The functions and classification of all employees were investigated, and a general scheme of classification will be drawn up; this will establish duties, classifications, salary ranges and possibilities for promotion. At the same time steps were taken in the direction of organizing (in the various regions) Staff Councils. It is hoped that through these Councils the Management may be able to keep in closer touch with the personnel in matters concerning their general and individual welfare.

#### STATION RELATIONS

The close co-operation that characterized the relations of the Corporation and the private stations during the previous fiscal year has been maintained; and the Corporation would be lacking in gratitude if it did not take this opportunity to acknowledge, with praise, the contribution of the private station to the solution of broadcasting problems evoked by the circumstances of war. Station managements have offered every facility to ensure that radio played its full part in the furtherance of Canada's War Effort.

Every effort has been made to consult the Canadian Association of Broadcasters, and to elicit their co-operation in matters of mutual concern. Frequent meetings have been held, in which officials of the CAB have par-



ticipated. During the Dominion general election campaign, representatives of the CAB sat on the committee set up to regulate and co-ordinate political broadcasting; and, this organization has been given the opportunity, at several meetings of the Board of Governors, to make representations on matters in which it had an interest.

Increased use by private stations of CBC sustaining programs has been noted. Under special war emergency arrangements, provision was made for line costs to allow the addition of two further Quebec stations, CHLT, Sherbrooke and CKRN, Rouyn; one further Ontario station, CKCA, Kenora; and one further B.C. station, CKLN, Nelson, to the network of the Corporation. This action has served to make CBC program coverage more complete. Moreover, on the outbreak of war, a temporary blanket permission on all Corporation programs was ordered, so that maximum distribution on newscasts and the addresses of outstanding personalities might be ensured. This was further augmented by granting permission to certain non-network stations to pick up and rebroadcast Corporation programs. These were stations to which lines are not readily available and do not ordinarily receive any CBC program service.

#### ROYAL VISIT BROADCASTS

Special steps were taken by the CBC to guarantee adequate distribution and coverage on all Royal Visit transmissions. During the course of the trip of Their Majesties to Canada and the United States, ninety-one Royal Visit programs, representing 51:15 hours, were broadcast. In addition to the detailed accounts in English, special measures were adopted to ensure the French-speaking populace would be equally well informed. This objective was secured through a parallel series of French originations.

#### POLITICAL BROADCASTING

The period of the Dominion Election campaign saw the introduction of several new features in the field of political radio-broadcasting. The policy of the Corporation on party political broadcasts during a Dominion election campaign, contained in Section A of the Statement of Policy with respect to Controversial Broadcasting, as issued under the authority of the Board of Governors on July 8, 1939, was for the first time put into effect. A committee was set up to deal with the problems presented by the campaign, and to co-ordinate and regulate political transmissions. The Supervisor of Station Relations was appointed as its convener, and sitting members included representatives of the political parties and their agents, the Canadian Association of Broadcasters and the CBC. In accordance with policy laid down, all broadcasting on CBC stations and the CBC national network, was on a sustaining basis. Time was allotted to the political parties, on the basis of a formula considered fair to all concerned, and care was taken to safeguard program balance and an equitable distribution of broadcasting periods on private stations and subsidiary hook-ups. The Corporation received active co-operation from all members of the committee, and the latter's deliberations were characterized by good-will and singleness of purpose. In result, it is felt that political broadcasting was organized on a satisfactory basis and generally met with the approval of the political parties and the listener.

#### REGULATIONS

Three changes in the Broadcasting Regulations have been adopted by the Board of Governors during this period. Regulation 12 (3) was cancelled and the following provision substituted therefor:

"12 (3) Subsections (1) and (2) of this regulation shall not apply to:

- (a) Time signals or weather reports provided that no advertising other than the name of the sponsor is mentioned;

- (b) Non-sponsored spot announcements made by stations for the sole purpose of testing coverage, the details of which have been authorized in writing by a representative of the Corporation and, notwithstanding Regulation 11 (1) (b), stations may, with the permission of the Corporation, mention a sum not exceeding twenty-five cents (25 cents) when such procedure is necessary effectively to execute the intent of this subsection."

Regulation 19 was varied by the substitution of a new 19 (1) and the addition of subsection (4). These provisions stipulate:

"19 (1) Broadcasting stations, on application to the Corporation, may be permitted to use transcriptions between the hours of 7.30 p.m. and 11 p.m. local time on the following basis:

- (a) An allowance of one half-hour to any broadcasting station whose employment of live talent in the opinion of the CBC warrants such allowance;
- (b) A further allowance of one half-hour to all broadcasting stations in whose primary area there are less than 20,000 radio homes;
- (c) (i) A further allowance of one half-hour to stations of 250 watts power or less not served by CBC network and with less than 20,000 radio homes in their primary areas;
- (ii) A further allowance of one half-hour of unsponsored transcriptions only, to radio stations of 250 watts power or less, not served by CBC network, or in whose primary area there are more than 20,000 radio homes."

"19 (4) No one shall, by means of a mechanical reproduction or otherwise, broadcast any program which achieves indirectly by an evasion what a regulation or ruling of the Corporation prohibits from being broadcast directly and which shall have the effect of allowing the broadcasting of any program or speech, the simultaneous broadcasting of which over a network or hook-up is contrary to the regulations or rulings of the Corporation."

In the administration of Regulation 13, a special committee was set up to deal with modifications made in food and drug copy submitted to the Department of Pensions and National Health, pursuant to the requirements of this regulation. This committee is empowered to deal with objections raised by advertisers and representations may be made to it by letter or in person.

#### CENSORSHIP LIAISON FUNCTION

At the outbreak of war, on request of the Censorship Co-ordination Committee, the Station Relations Department assumed a liaison function for the radio medium. In this capacity it has forwarded to radio stations the censorship directives issued by the Radio Broadcasting Censor, and has generally acted as a co-ordinating agency between the Radio Division of the Censorship Co-ordination Committee and radio station managements. It should be noted, however, that this function has not meant the vesting in the Corporation of any general power of censorship. The responsibility for observance of the Defence of Canada Regulations and censorship directives lies with the individual station management, to whom the advisory guidance of the Radio Broadcasting Censor is always available. The Corporation is required by law to satisfy itself that no material broadcast on its own stations and networks is in contravention of the Defence of Canada Regulations. This is the extent of its obligation, and every care has been taken to ensure that the CBC should not be associated in the public mind with a general power of war-time censorship over radio in Canada.

## FINANCIAL

The corporation's financial policies continue to encourage the steady expansion of facilities for the immediate benefit of licence holders while permitting the diversion from programs of the least possible amount of current revenue.

After allowing for depreciation of fixed assets and equipment, the year's operations resulted in an increase of \$253,990.15 in the Corporation's total net surplus.

The book value of fixed assets was increased by \$613,791.71, due largely to the completion of the new transmitters in the Maritimes (CBA), in Saskatchewan (CBK), and expenditure in Quebec at Marieville (CBM).

All major capital expenditures have been financed by loans from the Dominion Government, which loans are, ordinarily, repaid out of revenue over a period of ten years.

Operating costs in percentage terms for the past three years are:

	1937-38	1938-39	1939-40
General and Administration .....	6.77	4.86	4.65
Operations .....	14.03	16.73	17.45
Programs .....	50.27	50.77	48.95
Station Network .....	24.77	20.45	19.60
Depreciation .....	4.93	7.05	9.04
Interest on Loans.....	.....	0.59	0.68
	<hr/>	<hr/>	<hr/>
	100.77	100.45	100.37
Less—Inventories .....	0.77	0.45	0.37
	<hr/>	<hr/>	<hr/>
	100%	100%	100%

The Auditor General has conducted a continuous audit of the Corporation's accounts, as required by the Canadian Broadcasting Act, and has approved the balance sheet which accompanies this report.



APPENDIX I  
CANADIAN BROADCASTING CORPORATION  
BALANCE SHEET, MARCH 31, 1940

## ASSETS

*Current—*

Cash in Banks, Petty Cash and Treasurer's		
Cashiers' Funds.....	\$ 456,558	35
Accounts Receivable.....	\$ 202,888	31
Less—Reserve for Bad Debts.....	4,000	00
	198,888	31

Department of Finance:		
(Balance owing on account of Licence Fees)	31,605	28

*Investments—*

Dominion of Canada 4½ per cent Bonds due		
September 1, 1940.....	500,000	00
Proportion of Premium.....	6,722	23

1,195,774 17

*Fixed—*

Real Estate, Buildings, Technical Equipment,		
Studio and Office Furnishings, Library, etc....	2,066,001	56
Less—Reserve for Depreciation, November 2,		
1936, to March 31, 1940.....	685,443	53

1,380,558 03

*Deferred—*

Stationery and Printing.....	21,316	52
Expendable Stores.....	13,088	19
Prepaid Charges: Insurance, etc.....	6,082	06

40,486 77

\$2,614,818 97

## LIABILITIES

*Current—*

Accounts Payable.....	\$ 221,823	24
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*Loans—3½%—From Dominion Government for Capital Works—*

Authority of Section 17 of Canadian Broadcast-		
ing Act.....	500,000	00
Less—Repayments to date.....	100,000	00
	400,000	00
Authority of Appropriation Act No. 3, 1939 (Vote		
664) .....	750,000	00

1,150,000 00

*Proprietary Accounts—*

Reserve for Renewals and Replacements.....	400,000	00
Capital Surplus—		
Balance April 1, 1939.....	494,377	16

*Operating Surplus—*

Balance April 1, 1939.....	494,628	42
Less—Transferred to Reserve for Renewals		
and Replacements.....	400,000	00

94,628 42

Operating Surplus 1939-40.....	253,990	15
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348,618 57

1,242,995 73

\$2,614,818 97

## APPENDIX II

### CANADIAN BROADCASTING CORPORATION

#### INCOME AND EXPENDITURES

April 1, 1939, to March 31, 1940

##### INCOME

Licence Fees.....	\$2,906,605 28
Commercial Broadcasting (gross).....	700,867 92
Subsidiary Hook-ups (gross).....	72,653 97
Miscellaneous .....	21,485 31
Grant—Royal Visit.....	47,449 38
	\$3,752,061 89

##### EXPENDITURES

Programs .....	1,540,658 37
Station Network.....	685,308 68
Engineering Operations.....	610,482 14
Administration .....	162,939 72
Commercial .....	108,119 99
Press and Information.....	63,539 56
Interest on Loans.....	23,837 13
Depreciation:	
5% on Buildings .....	32,308 66
20% on Equipment, etc.....	283,965 68
	316,274 34
	3,511,159 93
Less—Inventory of Expendable Stores.....	13,088 19
	3,498,071 74
Net Operating Surplus.....	\$ 253,990 15







CAI BC  
-A55

1940-41

# ANNUAL REPORT

OF THE

# CANADIAN BROADCASTING CORPORATION

FOR THE FISCAL YEAR ENDED MARCH 31, 1941



OTTAWA  
EDMOND CLOUTIER  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1941





CAI BC  
-155

Government

Publications

# ANNUAL REPORT

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PRINTER TO THE KING'S MOST EXCELLENT MAJESTY

1941



September 1, 1941.

The Hon. J. T. THORSON,  
Minister of National War Services,  
Ottawa, Ontario.

SIR,—In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, and in view of P.C. 4215 and P.C. 4217, both dated the 11th of June, 1941, I have the honour to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended the 31st of March, 1941.

I have the honour to be,

Sir,

Yours faithfully,

RENÉ MORIN,  
*Chairman, Board of Governors.*

## BOARD OF GOVERNORS

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RENÉ MORIN, Montreal (*Chairman*)

N. L. NATHANSON, Toronto (*Vice-Chairman*)

MRS. NELLIE McCLUNG, Victoria

J. WILFRID GODFREY, K.C., Halifax

THE REV. CANON W. EASTLAND FULLER, Campbellton

MAJOR-GENERAL VICTOR W. ODLUM, Vancouver

DEAN ADRIEN POULIOT, Quebec

THE REV. JAMES SUTHERLAND THOMSON, D.D., Saskatoon

ALAN B. PLAUNT, Ottawa

# CANADIAN BROADCASTING CORPORATION

## ANNUAL REPORT

### 1940-1941

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This is the Annual Report of the Canadian Broadcasting Corporation for the fiscal year April 1, 1940 to March 31, 1941.

The principal tasks of the Corporation during this period were to keep Canadians fully and accurately informed as to the progress of the war in all its phases, at home and abroad, and to do what it could to link the war effort more closely to the life of the individual Canadian in order to inspire his confidence, to strengthen his daily effort, and to stimulate his growing desire to play the fullest possible part in his country's struggle. In order to achieve these ends, the program schedules of the CBC have assumed, during the second year of war broadcasting, a more settled balance between normal features and those relating directly or indirectly to the war effort. On the one hand there has been a steady expansion of war effort features, news, commentaries and special broadcasts. Much of the work in these directions has been achieved by close co-operation between the CBC and such organizations as the Office of the Director of Public Information, the National War Savings Committee, the War Loan Committee, the various offices of the National Defence Department, etc. On the other hand members of the Production staff have not ceased to develop their own ideas and to devise programs intended to provide entertainment, instruction and inspiration for Canadian listeners. They have not lost sight of the fact that a hard working population must have its hours of relaxation and pure entertainment.

One of the greatest difficulties facing those responsible for national broadcasting is presented by the existence of five time zones; this problem is complicated when certain section of Canada go on to daylight saving time. Arrangements for the change over from standard time to summer time and vice versa have to be made well in advance. On September 30, 1940, the Dominion Government decided that daylight saving time would remain in effect in Ontario and Quebec throughout the months of the fall and the winter. The National Program Office then had about one week in which to revise the program schedule which it had planned during the summer months. In making this revision they had to consider commitments already made with the American networks (which reverted to standard time), to arrange for the broadcast of the best Eastern programs at the best listening periods, and to compensate for the loss of late Western programs which would not reach the East until after midnight, when the Eastern stations are closed down. In the spring of 1941, as the result of special arrangements requiring considerable organizing work certain adjustments were made which made it possible for some at least of the best programs from the West to be heard in Ontario, Quebec and the Maritimes.

### BOARD OF GOVERNORS

Only one major change took place in the personnel of the Board of Governors. On August 30, 1940, Mr. Alan B. Plaunt, first appointed to the Board at its inception in 1936 and whose term of office normally would expire on November 2, 1940, submitted his resignation. This was accepted by the Governor in Council on October 3, 1940. On November 2, 1940, the Governor



in Council was pleased to re-appoint Major-General Victor W. Odium, C.B., C.M.G., D.S.O., and Mr. N. L. Nathanson, for a further term of three years. Because of General Odium's absence overseas as General Officer Commanding the 2nd Canadian Division, Mr. Nathanson was appointed Vice-Chairman.

In view of the rapid expansion of the work of the Corporation the Board made certain changes in the By-laws of the Corporation providing for a redistribution of responsibility as between the General Manager and the Assistant General Manager. Provision was also made for the establishment of an Executive Committee.

The Board held four regular and two special meetings during the year. The regular meetings were held on April 15 and 16, 1940; August 19 and 20, 1940; November 26 and 27, 1940, and March 23, 1941. Special meetings in connection with the revised regulations covering the broadcasting of news were held on June 1 and June 27, 1940.

## PROGRAM DIVISION

### GENERAL

During the period under review the General Supervisor of Programs, Mr. E. L. Bushnell, was seconded for six months to the British Broadcasting Corporation, which had asked for his services and advice on the problems of broadcasting from England to North America. While in England Mr. Bushnell assumed the position of Director of North American Short Wave Transmissions and was in charge of all short wave programs intended for Canada and the United States. The BBC was extremely complimentary about the work which Mr. Bushnell did and expressed its deep gratitude to the Corporation for making him available.

On January 1, 1941, the CBC National News Service was established. Up to date the Canadian Broadcasting Corporation had relied upon the Canadian Press for its news service. The Canadian Press had for a number of years provided specially prepared bulletins for transmission over the Corporation's network. The functions and operations of the CBC National News Service are described more fully in the section of this report dealing with news broadcasts.

The shifting of the front line of battle from the continent of Europe to the British Isles made it more necessary than ever that Canadians should have an opportunity of hearing from the leaders of the Empire what was taking place, what was proposed and what was being done.

Outstanding speeches by His Majesty the King, the Right Hon. Winston Churchill, the Right Hon. W. L. Mackenzie King, the Right Hon. Ernest Lapointe, President Franklin D. Roosevelt and other important world leaders have been available to Canadians through the medium of the Corporation's National network, which has on a number of occasions been extended to include all Canadian stations for which wire line connections are available.

The task of keeping Canadians at home informed of what Canadians overseas were doing was not allowed to interfere with another task of the Corporation, that of keeping Canadians overseas informed of what Canadians at home were doing. Through the co-operation of the British Broadcasting Corporation, programs prepared here in Canada were sent across to England where they were rebroadcast in the "Forces" schedule of the BBC. In addition a number of Canadian programs were rebroadcast in the Empire Service of the BBC and were heard throughout the world. These included the most popular CBC programs together with weekly news letters and weekly results of sports events throughout Canada. Information received from a number of sources in Great Britain has shown that these programs are widely appreciated and listened to by Canadians serving in the theatre of war.

It is essential that the Corporation should place on record its appreciation of the assistance and co-operation extended it, not only by the three major American networks, the National Broadcasting Company, the Columbia Broadcasting System and the Mutual Broadcasting System, but also by the many outstanding stars of stage, radio and screen who have given unstintingly of their time and talent to assist the CBC in presenting programs furthering Canada's war effort. It would be difficult to attempt to list all those who have helped the Corporation, but special reference must be made to Miss Lynn Fontanne, Mr. Alfred Lunt, and Mr. Robert E. Sherwood, for their generosity in adapting and appearing in the first radio version of Mr. Sherwood's play "There Shall Be No Night". In addition Miss Fontanne appeared in a special broadcast of Alice Duer Miller's "The White Cliffs" which received nation-wide acclaim and was heard not only in Canada but in Great Britain also. Other celebrities residing in the United States who assisted or took part in Corporation programs included Miss Madeleine Carroll, Mr. Herbert Marshall, Miss Dorothy Thompson, who appeared many times on the CBC network and whose talks have been rebroadcast throughout the world, Mayor Fiorello LaGuardia of New York City, Miss Claire Booth and many others whose names are to be found elsewhere in this report.

#### OVERSEAS PROGRAM UNIT

During the year it was found necessary to increase the personnel of the CBC overseas unit; there are now six on the staff, four of whom are Program personnel.

The value of the work done by this unit in keeping people in Canada in touch with what was going on among Canadians overseas can hardly be overestimated. If the unit had served no other purpose than to allow Canadian sailors, soldiers and airmen overseas to record personal messages for rebroadcast to their families and friends in this country, the expenditure for the unit would have been well worthwhile. It has also been very useful in recording camp concerts by our troops in Britain.

Up to the moment the unit has not suffered any serious damage by enemy bombing. There have been, however, one or two close calls and several holes in the truck have been made by bomb splinters and shrapnel. None of the personnel, however, has suffered even minor injury although they have all been exposed to the worst of the "blitzes".

Among the most popular programs regularly being broadcast by the CBC overseas unit are "With the Troops in England", "Sandy's Canadian Half-hour", and "Quiz for the Forces". "Les Voix Françaises", "Les Cahiers Français", "Les Lettres Françaises de la BBC". In addition concerts given by regimental bands are a regular feature of our Sunday schedule.

#### PROGRAMS FOR TROOPS IN BRITAIN

With the coming of the winter season there was again a demand from the Canadian forces overseas for broadcasts of the National Hockey League games which take place in Toronto. The CBC arranged to have a play-by-play description of these games recorded, edited and condensed; then every Saturday night the actual voice of the commentator with all the background of crowd and hockey noises was sent to England by beam telephone for rebroadcast by the BBC in their "Forces" program on the following morning. The co-operation and generosity of the BBC, who paid the expenses of this service, has been greatly appreciated by our men overseas.

The CBC has also broadcast a weekly news letter from Canada; this is made up of interesting items of local news and compiled by the Central News Room from reports originating in the various centres of population from Sydney

on the Atlantic Coast to Vancouver Island on the Pacific. Canadians in Great Britain also had an opportunity of listening to a summary of sporting news from the Dominion. They are enabled to keep in touch with sporting activities including baseball, golf, tennis, racing, etc., in the various localities from which they come. These broadcasts have had an eager audience among our troops in Great Britain.

#### LANGUAGE PROBLEMS

Two important steps have been taken in the direction of meeting the need of large bodies of French speaking Canadians who live outside the Province of Quebec, beyond the broadcasting range of stations on the French network.

A short wave station using the call signs CBFW, CBFX, CBFY and CBFZ has been established at Verchères, a few miles outside Montreal. Directional antennae beam French network programs to the Prairies and to the Maritimes.

Arrangements have been made also for a daily broadcast of news in French from the Prairie regional transmitter at Watrous, Sask. This station also rebroadcasts, by means of discs sent out by airmail, a few of the more important French programs originating in the East. The welcome given to these innovations by the 125,000 French speaking citizens of the Prairies has been gratifying.

The National network has continued to carry, as in previous years, programs with bilingual announcements and content.

#### OPERAS AND ORATORIOS

Once again the Saturday afternoon broadcasts of the Metropolitan Opera from New York City have proved a highlight of the Corporation's winter schedule. Through the courtesy and co-operation of the National Broadcasting Company and the Texas Oil Company, which sponsors the program in the United States, Canadian listeners were again privileged to hear the season's presentations of the Metropolitan Opera Company of New York.

As in previous years condensed versions of operas were presented from Canadian centres notably Montreal, Toronto and Winnipeg.

The first radio performance of an oratorio by Gabriel Pierné, "La Croisade des Enfants" was broadcast from Montreal during the year and attracted widespread and favourable attention. Special programs were also broadcast at Easter and at Christmas. At Easter the feature presentations included the Oratoria "Stabat Mater" from Montreal and "King David" by Honegger, also from Montreal.

#### SYMPHONIES

Throughout the year the CBC has continued its policy of bringing to Canadian listeners the best available symphony music of the North American musical world. The regular series of concerts by the Toronto Symphony Orchestra and Les Concerts Symphoniques de Montréal have been broadcast regularly. In Vancouver portions of the concerts by the newly organized "Prom" Orchestra have been broadcast from time to time. The Montreal Orchestra, the Toronto Philharmonic Orchestra and the Winnipeg Summer Symphony were also heard over the National network in a series of summer concerts. There were also a number of broadcasts by the Halifax Concert Orchestra. In many of these Canadian symphony broadcasts original works by Canadian composers have formed part of the program. With the co-operation of the American networks we were able to present outstanding musical programs originating south of the border. Among these programs are the NBC Toscanini series on Saturday nights, the Sunday concerts by the Philharmonic Society of New York and the WOR Symphonies broadcast by the Mutual Broadcasting System.



## OTHER MUSIC

Special attention has been paid to encouraging Canadian composers; in addition to the works referred to in the last section, the long term policy of the CBC in this regard is beginning to bear fruit. There have been during the year a number of programs for which the music has been specially written by Canadians; the incidental music to the documentary feature "Payload" and to "Christopher Cricket", a Christmas fantasy, the French series "Je Me Souviens", may be cited as outstanding examples.

Mention must be made of broadcasts by some old favourites of Canadian listeners. The CBC Strings under the direction of Alexander Chuhaldin have given two series of programs over the national network, one of serious music during the winter, and another consisting mainly of lighter music broadcast during the summer season when our audiences have a preference for music that demands less concentrated listening. In the same field, Jean Deslauriers' String Ensemble, playing from Montreal also distinguished himself. Concerts by the Hart House Quartet and by the Mendelsohn Choir of Toronto together with the Jean Lallemand String Quartet of Montreal, were also heard on various occasions by the audience of the National network.

The Vancouver series "Classics for To-day" with John Avison's orchestra and Jean de Rimanoczy built up a large and enthusiastic audience throughout the West.

Special arrangements were made for broadcasting to Canada and to the United States some of the outstanding features of the famous Montreal Musical Festival; Miss Rose Bampton and Mr. Wilfred Pelletier were among the many distinguished artists who contributed to the success of these programs.

Choral music received a fair share of time on the program schedule. Vocal groups from Vancouver, Winnipeg and many other centres were presented at intervals throughout the year. School choirs in Toronto and Montreal alternated in a series of programs written by John Murray Gibbon and entitled "New World Ballads"; in these programs Canadian folklore as recorded in song was brought to the attention of listeners throughout the country.

Violin, piano, vocal and other recitals were presented regularly in series from our production centres, including Halifax, Montreal, Quebec, Ottawa, Toronto, Winnipeg and Vancouver. These recital programs have frequently been the means of encouraging and giving an opportunity to promising young Canadian talent.

## VARIETY AND LIGHT ENTERTAINMENT

The lighter and more humorous side of entertainment has not been forgotten, though the encroachments made by war-time requirements on the time available have somewhat reduced the number of these programs.

"The Happy Gang" continues to attract a large audience, "Stag Party" from Vancouver and "Woodhouse and Hawkins" from Winnipeg, are extremely popular in the west; owing to differences in time zones it has been found impracticable to broadcast these programs over eastern stations.

The tastes of listeners who prefer lighter types of music have been catered to by such programs as the Grenadier Guards Band from Montreal, and "Détente" the Toronto Symphony Band, various hotel dance bands and old time barn dance music from Winnipeg and Charlottetown.

Greater care and attention have been devoted to the production of recorded programs. These contain, in addition to classical music, a large proportion of modern dance music, for which there is a very real demand on the part of CBC listeners.

## SCHOOL BROADCASTING

A regular series of educational broadcasts directed to schools has been in operation throughout the school year in the three provinces of Nova Scotia, British Columbia and Quebec; the Nova Scotia series, being broadcast over station CBA and the Maritime Network, has naturally been heard throughout the Maritime provinces.

*(a) Nova Scotia*

During the school year September, 1940 to June, 1941, the Department of Education of the Province of Nova Scotia broadcast five morning and three afternoon programs each week on the CBC Maritime network. The morning broadcasts, based upon the prescribed course of study, and designed particularly for reception in rural and village schools, were presented as lessons in the following subjects: Grade VII, English; Grades VI and VII, Geography; Grade IX, English; Grade X, Biology; and Grade IX, French. The afternoon programs, supplementary in character, and designed for reception in all schools, urban, village and rural, brought to school listeners weekly talks on Art and Art appreciation, talks on English literature, and a series of dramatic presentations on Maritime history.

While the educational programs were produced by the Province of Nova Scotia, the three Maritime provinces were closely associated with the work. A number of meetings were held during the year attended by representatives of the three Departments of Education. As a result of the meetings the policy was formulated that all radio courses are to be based on the material common to the curricula of the three provinces, and that New Brunswick and Prince Edward Island are to participate actively in the presentation of the programs at an early date.

*(b) British Columbia*

During the school year the CBC Vancouver staff produced a series of daily programs, which had been planned by the British Columbia Department of Education (Committee for Radio in Schools). The programs, each of 30 minutes' duration, were devoted to lessons in Language, Arts, Music, Health, Social Studies and Citizenship, and Science; there was also a weekly newscast for schools.

The programs were broadcast regularly from CBR and over the Pacific network. Three times a week they were broadcast in the Prairies. Arrangements were made whereby Prince Rupert and Grande Prairie, which have no line connections with the network, were able to rebroadcast all the daily programs at a later date by means of transcriptions.

A Teachers' Bulletin, with full details of each broadcast and suggestions for class work in connection with it, was sent out at the beginning of each term to the schools of the Province.

In British Columbia 33,000 pupils in more than 450 radio equipped schools listened regularly to the broadcasts. Many of the Prairie schools, especially in Saskatchewan, use the broadcasts; and it is interesting to note that they were listened to in several centres in the state of Washington, particularly the city of Bellingham where they were heard in 150 classrooms.

*(c) Quebec*

An experimental series of school broadcasts, known as "Radio-Collège" was inaugurated in the Province of Quebec. The subjects taught were French Literature, Canadian History, Music Appreciation (Initiation à la Musique) and "Le Théâtre Classique", an analysis of the play to be performed on the following Sunday.

Although the series was purely experimental, the response was so gratifying that starting this autumn, the French network will double the time devoted to "Radio-College".

## SPORTS BROADCASTS

In wartime as in days of peace the public, including the armed forces, maintains its interest in sporting events. Such events are of course covered in the news, and also by special talks periods. In addition to this the CBC arranged for actuality broadcasts of a number of important sporting events, both regionally and nationally.

A special program on hunting in Northern Ontario was broadcast by the national network and by the National Broadcasting Company in November, 1940. Other sports broadcasts included such events as the running of the King's Plate and the Canadian Open Golf Tournament. Many programs of this kind were broadcast regionally or over stations reaching the particular local audience likely to be interested—the Big Four Rugby games, the Maritimes High School Sports Meet, the Kelowna regatta, the Dominion Lacrosse championship and others. The Toronto and Montreal games in the National Hockey League were once more broadcast under the usual sponsorship, and a number of important events such as the World Series and boxing matches in the United States were also presented under commercial sponsorship. The French network also carried daily bilingual sportscasts.

Mention is made elsewhere in this report of the arrangements made for keeping overseas troops informed of current sporting activities.

## DRAMA

The principal work undertaken by the Drama Department during the year was the production of the series "The Theatre of Freedom". This consisted of dramas whose central theme was connected with the democratic idea. On this series some of the leading stars of the American theatrical world gave their services freely and were responsible for some notable performances. The complete list of presentations in this series, together with the stars in the cast is as follows:

- February 2—Seems Radio is Here to Stay — by Norman Corwin  
Starring Phillips Holmes
- February 9—Saint Joan — by George Bernard Shaw (adapted by Merrill Denison)  
Starring Helen Menken
- February 16—Abraham Lincoln — by John Drinkwater (adapted by William Strange)  
Starring Walter Huston
- February 23—Thunder Rock — by Robert Ardrey (adapted by William Strange)  
Starring Henry Hull
- March 2—Strife — by John Galsworthy (adapted by Charles Warburton)  
Starring Barry Jones
- March 9—An Enemy of the People — by Henrik Ibsen (adapted by Charles Warburton)  
Starring Paul Muni
- March 16—This Precious Freedom — by Arch Oboler  
Starring Raymond Massey
- March 23—Pastor Hall — by Ernst Toller (adapted by Earle Grey)  
Starring Herbert Marshall



March 30—Hellas—by Percy Bysshe Shelley

Starring Philip Merivale

April 6—The Flying Yorkshireman—by Eric Knight (dramatized by Arch Oboler)

Starring Sir Cedric and Lady Hardwicke

April 13—Victoria the Great—from the film by Charles de Grandcourt

Miles Maleson, and Sir Robert Vansittart (adapted by Earle Grey, Pamela Wilcox and Merrill G. White)

Starring Anna Neagle (directed by Herbert Wilcox)

April 20—This is My Country—by John Coulter

Starring Ivor Lewis

April 27—The Fall of the City—by Hon. Archibald MacLeish

Starring Edmund Gwenn

In addition to "The Theatre of Freedom" there have been regular series of dramas from Montreal, Toronto, Winnipeg and Vancouver. Programs worthy of special mention are the two series "It Came to Pass", biblical plays from Montreal, and "They Shall Not Pass" from Toronto, a series presenting glorious incidents of British history in dramatic form. Special note should be made of the series originating on the Pacific Coast entitled "This England", which consisted of dramatized incidents representing the growth of British Freedom in Canada. The plays were written by a Vancouver author.

During the summer two original Canadian compositions were presented in "Thalia" from Montreal on July 12 and "With Heart We Sing" on Dominion Day. "The Achievement of Samuel Cunard", a half-hour drama presented on July 17, inaugurated drama origination from Halifax. Starting in August Halifax originated dramas twice monthly. During this period also many series of French Canadian sketches were carried. One series known as "Le Théâtre de l'Actualité" featured many outstanding productions such as the "500th Anniversary of Printing", "The Centenary of Tchaikowsky". During Christmas, a number of Louis Fréchette's most popular "Contes" were dramatized and produced successfully.

The French drama department has been responsible for the production of "Le Théâtre Classique" which has so far presented dramas by Corneille, Racine, Beaumarchais and other noted French authors. These dramas proved extremely popular especially in educational circles. This series of broadcasts attracted much wider attention than usual because of its link with an hour program entitled "Radio Collège" which consisted of talks on French literature and on the French play to be presented the following Sunday in "Le Théâtre Classique".

It is still the Corporation's policy to use whenever possible plays by Canadian authors. During the last year Canadian plays of a very even quality have been produced; they demonstrate that some Canadian authors and playwrights now have a competent knowledge of this new medium.

#### FARM BROADCASTS

The Regional Farm broadcasts continued to draw an excellent response. Appreciation of this program has steadily grown, particularly in the Prairie and Maritimes areas. During the summer the Farm Broadcasts Division extended the CBC Farm Hour by developing a daily program for the B.C. Region. This means complete national coverage for the farm population. These programs are intended to entertain and enlighten rural listeners and at the same time keep them up to date with the latest developments in the agricultural world. They are arranged and broadcast regularly in all of our regions.

The Farm Radio Forum was instituted at the beginning of the year. It is a dramatized discussion aimed at making the farmers think about their social and

economic problems. The series was one of the most popular that the CBC has scheduled in some years. Not only has it proved interesting and instructive to rural listeners but it has also gained a wide city audience. Many complimentary letters have been received from town and country listeners. Listening groups were established and it is estimated that some 10,000 people listened to the programs regularly and followed up the discussions at the conclusion of the broadcasts.

The French language counterpart of the Farm Broadcasts "Le Réveil Rural" has been continued on the French network for the fourth consecutive year and attracts much favourable comment.

#### FEATURE BROADCASTS

Feature and actuality broadcasts have had a most important part in the CBC's program schedule during the last year. The aim of those directing this work has been to give true, vivid pictures of contemporary life. Not only were some of these broadcasts heard in Canada, several have been rebroadcast by means of recordings or by short wave beamed to Great Britain and subsequently to other parts of the Empire. The features and actualities have included such broadcasts as a special Red Cross program from Hollywood with British movie stars participating, interviews with the captain of the armed cruiser *Prince Robert* after the capture of the German freighter *Weser*, interviews with the first contingent of Australian fliers to arrive in Canada for the Commonwealth Air Training Scheme, a special insert from Callendar for "Canadian Holiday", an NBC program designed to picture Canada's advantages as a vacation land, and a sound picture of "The Loss of the Restigouche".

A series of interviews with French Canadian soldiers serving in Great Britain was broadcast under the general title "Jean Baptiste s'en va-t-en Guerre". These were extremely favourably received in the Province of Quebec.

One of the most important actuality broadcasts of the year was that of the Solemn Votive High Mass for Victory, celebrated in Montreal on Sunday, February 9, 1941. This event was fully covered by radio, from the crowds and processions in the streets to the ceremonies inside Notre Dame Church and the addresses by His Eminence the Cardinal Villeneuve and the Right Hon. Ernest Lapointe.

The complete French version was recorded and shipped by airmail to station CBK Watrous for rebroadcast to the French audience in Western Canada. Another recording, which was condensed immediately following the broadcast of the English version, was beamed to South America through Station WRUL, Boston. The complete French broadcast of the Mass was beamed to BBC for their French transmission. Still another condensed version of the complete Mass was prepared in Italian and airmailed to the BBC for release in their Italian transmission.

This broadcast presented a difficult and complicated problem to the Program and Engineering Divisions, involving the use of twenty-three men and thirteen microphones.

Probably no series of broadcasts in the whole history of radio has made a greater and more immediate appeal to the hearts of so many listeners as the two-way conversations between war-guest children in North America and their parents in the Old Country. These programs which are broadcast at regular intervals are the result of co-operation between the CBC, the National Broadcasting Company and the British Broadcasting Corporation. A limited number of war-guest children are selected by the Overseas Reception Board for each broadcast and are then brought into the nearest studios on this side of the Atlantic. At the same time their parents are taken to one of the BBC studios in

Great Britain. Each child is allowed approximately two minutes in which to talk with his or her parents on the other side. This series has been very much appreciated on both sides of the Atlantic.

A distinctly Canadian feature was the commentary on the official opening of the Canadian Red Cross Hospital in England, with speeches by the Right Hon. Vincent Massey, Canadian High Commissioner in London and the Right Hon. Viscount R. B. Bennett. "The Forces Sing", a series of sing-songs conducted at Navy, Army and Air Force establishments right across Canada was broadcast weekly during a period of four months. In addition to community singing, talent from the services available at each centre has been presented.

#### TALKS

Since the commencement of the war talks have, naturally played an ever increasing role in the CBC's program schedule. Not only have there been broadcast statements by the leaders of the various democracies but also simple factual recounting of experiences and of understandings by the man in the street. This admixture of expert and theorist has leavened the talks program so as to appeal to almost all tastes. There have been talks intended for women in the home and broadcast at several periods of the day on a variety of topics such as "First Aid", "Home Nursing", war work available to women volunteers, "Home Economics", "Buymanship" and "Child Training".

The French network, in line with the English, has concentrated on the presentation of war effort programs and has tried to increase educational programs relative to Canada's war effort. The daily commentaries by the late Louis Franceur, "La Situation Aujourd'hui", attracted wide and exceptionally favourable attention. Recordings of these together with those of the series by prominent French-Canadians entitled "Tous Pour la Victoire" were made from the original French network broadcast and forwarded to Saskatchewan, where they were broadcast over the Corporation's 50,000 watt transmitter CBK for the benefit of French Canadian listeners in the Prairie Provinces.

To encourage tourist trade from the United States, announcements were included in a number of Canadian programs which, it had been found, had a particular appeal for those living south of the border. A series of talks was also broadcast on the opening of the Banff-Jasper Highway which had considerable effect on American travel to this country.

In co-operation with the Office of the Director of Public Information a series of broadcasts entitled "Let's Face the Facts" was commenced on Sunday, July 21, 1940, with a broadcast by Miss Dorothy Thompson. Miss Thompson's contribution proved exceptionally successful and more than 60,000 requests were received for copies of her address. The broadcast was repeated in the BBC's Home Service, and Empire Service and was re-broadcast by other Empire broadcasting systems. In printed form it has been published in all parts of the world from London to Sydney, Australia. Many other notable persons—Americans, Britons, Netherlands and Canadians—took part in this series and helped to make it a magnificent success. All talks in this series have been translated into French and broadcast in the Province of Quebec. This procedure was followed for all important English talks.

On the French network, Mr. Edouard Rinfret gave a series of talks explaining the various forms of Government and Law Courts in different countries, revealing the advantages of democracy. Prominent featured talks include those delivered by Mr. De Kerilis, Assistant to General Charles DeGaulle and André Maurois, French author and London-Paris Liaison Officer before the fall of France and André Chéradame, famous French writer, author of "Defence of America", Miss Elizabeth de Miribelle, secretary to General DeGaulle, and Maurice Dekobra, internationally known writer.



"The Engineer in War Time", a series of talks arranged in co-operation with the Engineering Institute of Canada, was designed to bring out the importance of Canada's industrial war effort. The Senate War Committee planned a number of talks entitled "The Need of the Hour" which brought a number of prominent Canadians to the microphone to state our national position.

A quiz program with a panel of experts in the series "The Question Box" discussed art, music, literature and science in the popular point of view. One period was reserved each week for featured topical talks on a wide variety of war subjects.

In the fall of 1940, the Right Hon. Ernest Lapointe, P.C., made a direct appeal to Frenchmen all over the world. This program was beamed to England and was relayed by the BBC not only in their home and Empire services, but also in all foreign language transmissions in which it would reach French speaking people, no matter what part of the world they lived in.

Discussion periods have not been forgotten. A series entitled "What Do You Think" was broadcast from Vancouver over the Western network; it dealt with public affairs, art, literature and matters of general interest. "Challenge to Youth" and "Citizens All" were given from Winnipeg on alternate Wednesdays over the national network. The latter series presented the viewpoint of foreign born residents who have adopted this country and wanted to show their allegiance to our ideals of democracy and freedom.

For the first time in Canadian Radio, a talk was carried directly from Buenos Ayres to the CBC national network. This was "A Canadian in South America" by Ronald A. McEachern.

#### CHILDREN'S PROGRAMS

Children's programs continued with "Just Mary" stories for the very young. These have proved so popular that a collection of them has been published. With the beginning of the fall season "The Children's Scrapbook" was revived. This is a half-hour variety program designed to appeal to the older child and while providing him with the thrills demanded by youth, is devoid of the "blood and thunder" type of excitement disliked by so many child welfare and parents' organizations. "La Marmaille" and "Le Questionnaire de la Jeunesse" were among the features specially intended for French speaking children.

#### NEWS BROADCASTING

The institution of its own News Service, on January 1, 1941, was a major step in the development of the CBC. This service was organized, after careful consideration and a thorough survey, to replace the service of news bulletins supplied, free of charge, by The Canadian Press since the beginning of national broadcasting in Canada.

CBC News bureaux were established at Halifax, Montreal, Toronto, Winnipeg and Vancouver. The Montreal bureau was staffed with French as well as English editors in order to give a full news service in French to the French network. The Toronto bureau operates as the Central Newsroom for Canada and all national news bulletins originate from there.

The general pattern of the schedule of news broadcasts is subject to the modification necessarily imposed by the difficulties arising from regional differences in time. Broadly speaking, there are in each region four main news broadcasts daily. Two of these consist of news of general interest to Canadians prepared in the Central Newsroom. The national news summary from Toronto is an example; it is broadcast daily to the whole of Canada and is listened to at times varying from 7.00 p.m. in Vancouver to midnight in the Maritimes. It has a very large audience. The other two main broadcasts are regional; they

contain in addition to general news a number of items of local or regional interest. These principal news broadcasts of fifteen minutes each are supplemented by shorter bulletins at fixed times during the day, which serve to keep the listening public up-to-date with the latest news. Interruption of normal program service for the broadcast of "flash" news is kept to a minimum. Such a procedure is used only when the "flash" is of the utmost national significance.

The editorial policy of the CBC news is to present the news objectively and factually, avoiding sensationalism on the one hand and dullness on the other. In reporting political news or other news which may have a controversial aspect, absolute impartiality is observed. So far as possible, equal space and prominence are given to statements by either side in a controversy which has news value.

The CBC obtains its news free of charge, from the British United Press and The Canadian Press. These two great news-gathering organizations, with their many foreign affiliations, make their full news service available to the CBC. The Canadian Broadcasting Corporation wishes to record here its appreciation of the generosity of these organizations in making available their service to the national broadcasting organization without cost.

In building up the personnel of the News bureaux, it was recognized that the success of the service would depend to a great extent on the men and women selected as editors and copywriters. Every effort was made to secure those who had a well-rounded, practical experience in preparing and reading news, and who had, at the same time, sufficient imagination and flexibility to adapt their writing to the requirements of the spoken word. Dependability was naturally a major consideration in choosing a staff for a service that must function effectively, day in and day out, throughout the year. In the process of choosing his staff, the Chief Editor made a tour across Canada, visiting the principal news centres and interviewing likely candidates. In all his work he had the active co-operation of CBC regional representatives. He also sought and received the advice of newspaper editors and the regional managers of The Canadian Press.

All the senior editors for the different CBC bureaux assembled in Toronto for a week early in December. During that week an effort was made to establish an acceptable style for the CBC News bulletins and all those present had much practice in writing copy in the idiom and rhythm of ordinary speech, intended for the ear rather than for the eye. At the same time problems of policy, organization and personnel were thoroughly discussed and clarified. At the conclusion of this course of instruction in Toronto, the editors returned to their various centres where they immediately started a two-weeks period of practice operation before they began their public broadcasting on January 1, 1941.

Since the actual beginning of the CBC National News Service the Chief Editor has kept closely in touch with all that has been done. Once a week each bureau sends to Toronto copies of all its news for one complete day. They are read and checked by the Chief Editor and by the Supervisor of Broadcast Language, who make such comments as may seem necessary on matters of policy and style.

In order that the CBC bulletins should be more than mere re-writes of news dispatches, a library of up-to-date reference books was established in each bureau together with a file of clippings on domestic and foreign affairs, personalities, etc., which would provide background material for quick and authoritative reference. While it is not intended that the CBC news writers should editorialize or indulge in comment or speculation, news dispatches can often be rounded out and enhanced in interest and value by relevant background material.

Arrangements have been made for monitoring foreign news broadcasts, including those from South American countries, at the CBC short wave receiving station at Ottawa. Valuable news material is being received in this way.

In addition to news bulletins prepared in the CBC News bureaux the BBC news, direct from London, goes to the national network twice every day. In addition the French network carries a translation of the noon BBC news, together with a complete French newscast direct from London every night at 7.30 p.m.

#### NORTHERN MESSENGER SERVICE

Although some minor adjustments due to war time exigencies were necessary, the weekly service of messages to the inhabitants of the Northwest Territories and the Arctic regions of Canada was broadcast again during the winter months. Once again this program was of half an hour's duration and was broadcast each Friday night. Almost 4,000 messages, all carefully checked and edited, were broadcast during the season.

#### RELIGIOUS PROGRAMS

The weekly series arranged in co-operation with the National Religious Advisory Council continued on the network during the year. Two half-hour programs were broadcast each Sunday, the speakers being chosen by the Council. In addition, a midweek intercession period was instituted and was extremely well received. On the French network, "L'Heure Dominicale" was broadcast weekly on Sundays, the programs alternating between Ottawa and Quebec.

A special devotional series entitled "Holy Week Meditation" was broadcast daily during the Easter Season.

#### WAR EFFORT AND PUBLIC SERVICE BROADCASTS

An enormous amount of time and care was given over to helping and forwarding various causes connected with the war effort. Radio campaigns and special programs have been devoted to such causes as War Savings, The Canadian War Services Fund, and others. The activities of the CBC in this direction have been of so varied a nature and have involved so many different angles of approach that it is impossible to give a complete picture of them in a report of this kind.

The radio campaign on behalf of the Canadian War Services Fund may serve as an example. During the period of the campaign, from March 16 to April 6, the CBC carried twenty-four talks on the subject, and over fifty short appeals; many of the normally scheduled programs were so made over as to include special appeals and recorded excerpts from speeches by Prime Minister King, Prime Minister Churchill, President Roosevelt and Mr. Wendell Willkie—appropriate and telling phrases from recent speeches; music in many programs was chosen with an eye to its patriotic appeal; numerous spot announcements were made daily over the various Canadian radio stations. It is perhaps interesting to note that the approximate value of the facilities and periods used in this campaign was well over forty thousand dollars. This campaign is typical of others in which the CBC and the private stations have placed their services freely at the disposal of public authority.

The series "Carry On" continues to be broadcast every Sunday; it is produced in co-operation with the Director of Public Information, and plays an important part not only in keeping the public in touch with the extent and variety of the Canadian war effort, but in building up and sustaining national morale.

The network and individual stations have also given much free time to various charitable and patriotic organizations.



## BBC REBROADCASTS

The listening public appreciates highly the time devoted daily to rebroadcasts of certain BBC programs from England. Some of these are picked up at the short wave receiving station and rebroadcast direct; others are recorded and rebroadcast at suitable times. Such broadcasts as the BBC News, "Britain Speaks", the BBC Newsreel and "Questions of the Hour" have a very large audience. Part of the BBC French program entitled "Les Français parlent aux Français" was rebroadcast in "Les Cahiers Français."

## BROADCAST LANGUAGE DEPARTMENT

The Supervisor of Broadcast Language has continued to check announcers, and has been available on request to privately-owned stations for consultation and advice. The spreading of the war to various parts of the world and the subsequent appearance in the news of strange place names and personal names have created a difficult problem for announcers. The policy consistently followed by the CBC has been to consult the best available printed and personal authorities, and to pronounce foreign names with such an approximation to the correct pronunciation as will leave the announcer free from the charge either of conscious superiority or careless ignorance; it has always to be borne in mind that a foreign name must not be so pronounced as to be unrecognizable to the ordinary listener.

In the early stages of the establishment of the news service the Supervisor of Broadcast Language assisted the Chief Editor in developing an acceptable radio style for CBC bulletins. He accompanied the Chief Editor in his inspection tour of the newly formed bureaux and submitted criticism and advice on style during the period of practice operation. In addition his services were made available in the building of regional reference libraries.

Auditions have been regularly conducted at the various production centres.

## STATISTICAL SUMMARY

During the year under review the CBC broadcast over its various networks 36,419 individual programs, which took up 12,129 hours and 40 minutes of broadcasting time. It will be realized that, apart from times when the national network is occupied, the various regional networks may be broadcasting different programs simultaneously. This will explain the otherwise puzzling statement that the CBC has broadcast every day during the year an average of 33 hours 13 minutes of unduplicated program service.

This represents a substantial increase (15.8%) over the figures for the year 1939-40, when a daily average of 28.37 hours was maintained. The figures tabulated below give some idea of the expansion which has taken place in the CBC program service since April 1st, 1937.

	April 1937 to March 1938	April 1938 to March 1939	April 1939 to March 1940	April 1940 to March 1941
Total number of Programs.....	12,922	18,810	29,889	36,419
Total hours of Broadcasting.....	4,904:45	7,020:36	10,473:05	12,129:20
Average Broadcasting per Day.....	13:26	19:14	28:37	33:13
Or stated in percentages:				
1938	Increase 1938-1939	Increase 1939-1940	Increase 1940-1941	Increase since 1937-1938
Total number of Programs... 12,922	45.6%	58.9%	21.8%	181.8%
Total Hours of Broadcasting 4,904:45	43.1%	49.1%	15.8%	147.3%

During the course of the year 419 different programs occupying 213 hours and 15 minutes were sent to the United States and rebroadcast by one or other of the major American networks. In the same period 97 programs occupying 44 hours 35 minutes, were sent to the BBC and broadcast by them either in the Home Service or in their Home and Empire Services.

## ENGINEERING

### OPERATIONS

The increased activities referred to in the last section have naturally added to the work of the operations section of this department. Recruitment of new staff to meet this extra demand has been difficult owing to the urgent needs of the armed forces for trained radio technicians. This has involved some more work and heavier responsibilities for operators both at transmitter plants and at studio points.

### CONSTRUCTION

The spring of 1940 saw the completion of the new five kilowatt transmitter for station CBM at Marieville, near Montreal.

During the year a  $7\frac{1}{2}$  kilowatt short wave transmitter was established at Verchères and was put in operation on an experimental basis. The purpose of this transmitter is to broadcast French language programs, originating with the French network, to Canadians whose mother tongue is French and who live either in the Prairie provinces or in the Maritimes. This will be accomplished by the use of directional antenna. Although the transmitter has been in operation since early in the year it is too soon as yet for any definite conclusions to be drawn. It would appear, however, that the purpose for which the transmitter was erected will be fulfilled.

Work has also commenced on the construction of the one kilowatt transmitter for CBY at Dixie, west of Toronto. It is hoped that the new transmitter, which will service the metropolitan area of Toronto, will be in operation early in the summer of 1941.

### CHANGE OF FREQUENCIES

With the coming into effect of the North American Regional Broadcasting Agreement (Havana Treaty) on March 29, 1941, the frequencies of all CBC stations, with the exception of CBK, Watrous, were changed. In some cases a change of as much as 220 kilocycles was involved. The work was carried out without serious interruption of ordinary program service and a survey will be conducted during the summer of 1941 to determine the new service areas of CBC stations by actual field strength measurement.

### OVERSEAS UNIT

During the period under review, our overseas technical staff has continued to co-operate with the Program Division in the handling of special programs and in the making of records. For this purpose, both the van and the portable recorders were used and some 300 separate recordings were made each month. The equipment in the mobile unit, is standing up very well. Arrangements have been completed for the sending overseas of an additional member of the technical staff so that other members of the engineering division may gain experience in this special work. It is interesting to note that the CBC mobile unit overseas has given such excellent service and is so well suited

for the job that the Singapore Broadcasting Service have asked us to assist them in obtaining a mobile unit, similar in every detail to the one we have now in England.

#### ESTABLISHMENT OF LOW-POWER REPEATER STATIONS

Exhaustive tests have been conducted during the past year in the use of low-power (20-watt) transmitters located at repeater points on the wire line networks to serve areas not receiving coverage from Canadian stations. The first of such installations was made at Revelstoke, British Columbia. The Kootenay and Cariboo Districts of British Columbia have been the hardest districts in Canada to serve with an adequate signal; they had not been able to receive signals consistently from any Canadian radio station. The use of the 20-watt transmitter has proved very successful and it is hoped to establish during the summer of 1941 a chain of such stations in British Columbia and in other places not at present being served.

#### PRESS AND INFORMATION

It is gratifying to note an increase in the use by the Press of CBC publicity distributed by means of the regional program schedule and attached materials. The CBC picture material has been extensively used, especially in the rural weeklies.

Feature stories, illustrated with appropriate photographic material, have been specially prepared by the Press and Information staff and have been widely used in such publications as "Dial", a new radio publication for Northern Ontario, McLean's magazine, the Toronto Saturday Night, the Book of Knowledge Annual, New World and various other year books. Educational publications throughout the Dominion have also made wide use of CBC program information relating to the educational field.

Interest in CBC program activities has been stimulated in the rural weeklies by the co-operative Neighbourly News radio feature now broadcast in all regions. As a result of these popular programs weekly newspapers have given increased space to general program information about the CBC.

#### PUBLICATIONS

A number of books and pamphlets have been issued by the Publications Branch of the Press and Information Department. Among them may be mentioned "Old Country Mail", a selection of letters about life in Great Britain during the war, selected from broadcast talks by R. S. Lambert; "These United States", impressions of Americans gathered by Professor Arthur L. Phelps of Winnipeg, during a 12,000-mile trip across the United States, a reprint of 10 broadcast talks; "Just Mary" a book of 128 pages with 72 illustrations, well-bound containing twelve stories from Mary Gramman's "Just Mary" broadcasts. "La Situation ce Soir" by Louis Francœur was also published.

These publications were published to sell at slightly above cost price in order to defray all expenses; it appears that all of them will be disposed of without any loss to the Corporation.

The Press and Information Service also took over the mimeographing and distribution of the BBC Overseas Bulletin for Canada. Last minute corrections are received weekly by wireless, via Sackville, with copies going to the BBC office in New York. Another occasional function of service is to transcribe messages by BBC speakers for the convenience of newspapers in Canada and in the United States. Copies are sent to the BBC office in New York for distribution in the United States.

## USE OF PHOTOGRAPHS

During the year under review interesting experiments have been conducted in the use of a new, inexpensive plastic wood stereo, which is proving very useful in the offices of rural newspapers that have no casting facilities. The experiment will be continued in connection with the closer co-operation now being developed between "Neighbourly News" and the weekly newspapers.

In the Quebec region the French press has been extremely generous in the space devoted to CBC activities, some papers publishing almost all the CBC releases. Rural weeklies in Quebec were generous with space for CBC material. English language newspapers in Quebec also co-operated most heartily during the year.

## PERSONNEL

At the end of the period under review employees on the CBC establishment totalled 615, of whom a number were employed on a temporary basis as replacements for those on the staff who had joined the Army, Navy or Air Force.

The survey of CBC personnel, begun towards the end of the previous year, was continued for the purposes of defining accurately the duties, classifications, and salary ranges of all employees. The organization of Staff Councils at the various offices and operating points across Canada moved towards completion and it is expected that in the near future their formation will be completed.

In June, 1940, employees on the establishment of the CBC were included under a policy of Group Insurance, by which considerable protection will be provided for the dependents of members of staff.

## STATION RELATIONS

Cordial relations between the CBC and the privately owned radio stations of Canada have been maintained throughout the year. The Supervisor of Station Relations has kept in close and personal touch with the officials of the Canadian Association of Broadcasters and with the owners and management of individual stations.

The CBC is deeply appreciative of the assistance and co-operation of the private stations in giving the widest distribution to national and other programs designed to further the war effort, and in devoting so much of their own time and efforts to the same cause. It is gratifying to note, too, the increasing number of CBC sustaining programs now being carried by private stations. On special occasions, such as those connected with the war and talks by prominent leaders of Empire and American opinion, non-affiliated stations have been permitted to join the network.

Measures have been taken to arrange for the release of English Newscasts on certain stations in French speaking districts. The inauguration of this policy was most acceptable to listeners. In addition the rebroadcasting of CBC and BBC news over the American station KOBH, Rapid City, South Dakota, was inaugurated. Other privately owned stations have now been enabled to schedule certain rebroadcasts, related to the war, of particular interest to their locality.

Permission was continued to station CFGP, Grande Prairie, Alta., CFAR, Flin Flon, Man., and CFPR, Prince Rupert, B.C., to rebroadcast CBC pro-



grams. With the exception of Prince Rupert, where reception conditions are notably poor and the venture is still experimental, the operation is performing a worthy public service.

The Station Relations Department has continued to operate as liaison between the Radio Broadcasting Censor and Canadian radio stations. Thanks to the warm understanding of the problems of the industry evinced by the Radio Broadcasting Censor and the whole-hearted co-operation of the broadcasters, operation has been smooth and there have been few difficulties.

### REGULATIONS

Several changes have been made in the Corporation's Regulations during the past year and a new revised and amended edition dated March 24, 1941, has been issued. These Regulations have now been distributed to all stations and to other members of the industry as well as to private individuals and organizations interested in national radio.

With the formation of the CBC National News Service the regulations covering news broadcasting were revised. It was made a requirement that there must be no advertising content in the body of a news broadcast. This has been generally commended. The regulation governing the broadcasting of recordings and transcriptions in the evening hours between 7.30 and 11.00 p.m. was revised in the light of present conditions. All stations are now able to use one-half hour of recorded or transcribed programmes within the prohibited period provided that their annual expenditure on live talent satisfies the Corporation's requirements. In addition certain other exceptions are made for stations of low power and in communities where talent is scarce.

During the year the Station Relations Department, has explained to advertisers, both by letters and by personal interviews, the requirements of the amendment to the Foods and Drugs Act, promulgated on August 30, 1940, which made the Department of Pensions and National Health responsible for controlling the advertisement in any medium of foods and drugs.

### FINANCIAL

The progress of the Corporation as disclosed by its fifth annual balance sheet as at March 31, 1941, continue to be healthy and steady.

The year's operations show a surplus of \$183,584.92 after allowing for depreciation of fixed assets and equipment at the rates established last year. Additions to the fixed assets totalled \$278,767.09, of which the greater part was spent on the following major items:—

- Completion of Transmitter at Mariville—CBM
- Short Wave transmission station at Verchères—CBFW
- Transmitter at Dixie—CBY
- Mobile Unit Overseas

In addition to the ordinary annual payments due on account of principal, the balance outstanding on the Corporation's loan from the Dominion Government was reduced by a special payment of \$250,000.00. The Corporation's cash position remains strong and no new major capital expenditures have been initiated.

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Operating costs in percentage terms for the past four years are—

	1937-1938	1938-1939	1939-1940	1940-1941
General and Administration.....	6.77	4.86	4.65	4.70
Operations.....	14.03	16.73	17.45	19.58
Programmes.....	50.27	50.77	48.95	46.76
Station Network.....	24.77	20.45	19.60	19.05
Depreciation.....	4.93	7.05	9.04	9.56
Interest on Loans.....		0.59	0.68	0.85
Less Inventories.....	100.77 .77	100.45 .45	100.37 .37	100.50 .50
	100%	100%	100%	100%

The Auditor General has conducted a continuous audit of the Corporation's accounts and his certificate is attached to the appended balance sheet.



## APPENDIX I

## CANADIAN BROADCASTING CORPORATION

## BALANCE SHEET, MARCH 31, 1941

## ASSETS

*Current—*

Cash in Bank, Petty Cash and Treasurer's			
Cashiers' Funds .....		760,786 07	
Accrued Bank Interest .....		1,762 05	
Department of Finance (Balance owing on account of Licence Fees) .....		59,152 10	
Accounts Receivable .....	277,777 17		
Less—Reserve for Bad Debts .....	4,000 00	273,777 17	1,095,477 39

*Fixed—*

Real Estate, Buildings, Technical Equipment, Studio and Office Furnishings, Library, etc.		2,344,768 65	
Less—Reserve for Depreciation, Nov- ember 2, 1936, to March 31, 1941 .....		1,042,262 25	1,302,506 40

*Deferred—*

Stationery and Printing .....		24,927 24	
Expendable Stores .....		18,915 50	
Prepaid charges; Insurance, etc. ....		11,166 28	55,009 02
			\$2,452,992 81

## LIABILITIES

*Current—*

Accounts Payable .....		233,468 09	
Accrued Interest Payable on Loans .....		6,784 67	240,252 76

*Loans—*

3½% from Dominion Government for Capital Works—Authority of Section 17 of Canadian Broadcasting Act .....	500,000 00		
Less—Repayments to Date .....	400,000 00	100,000 00	
Authority of Appropriation Act No. 3, 1939 (Vote 664) .....	750,000 00		
Less—Repayments to Date .....	63,840 60	686,159 40	786,159 40

*Proprietary Accounts—*

Reserve for Renewals and Replacements....		400,000 00	
Capital Surplus: Balance, April 1, 1940 .....		494,377 16	
Operating Surplus:			
Balance, April 1, 1940 .....	348,618 57		
Operating Surplus 1940-41 .....	183,584 92	532,203 49	1,426,580 65
			\$2,452,992 81

(Sgd) HARRY BALDWIN, C.A.,  
Treasurer.

(Sgd) GLADSTONE MURRAY,  
General Manager.

## AUDITOR'S CERTIFICATE

I have examined the accounts of the Canadian Broadcasting Corporation for the fiscal year ended March 31, 1941, and have obtained all the information and explanations I have required. In my opinion, the above balance sheet is properly drawn up so as to exhibit a true and correct view of the state of the Corporation's affairs as at March 31, 1941, according to the best of my information and the explanations given to me, and as shown by the books of the Corporation.

(Sgd) WATSON SELLAR,  
Auditor General.

## APPENDIX II

## CANADIAN BROADCASTING CORPORATION

INCOME AND EXPENDITURES FROM APRIL 1, 1940, TO  
TO MARCH 31, 1941

## INCOME

Licence Fees .....	3,140,259 79	
Commercial Broadcasting (Gross).....	895,066 39	
Subsidiary Hook-Ups (Gross).....	44,647 60	
Miscellaneous .....	12,820 80	
	<hr/>	4,092,794 58

## EXPENDITURES

Programs .....	1,721,755 65	
Station Network .....	725,969 74	
Engineering .....	746,154 01	
Administration .....	179,120 43	
Commercial .....	97,805 11	
Press and Information.....	60,669 11	
Interest on Loans.....	32,071 01	
Depreciation—		
5% on Buildings .....	34,791 21	
20% on Equipment, etc.....	329,788 89	
	<hr/>	364,580 10
		<hr/>
	3,928,125 16	
Less—Inventory of Expendable Stores.....	18,915 50	
	<hr/>	3,909,209 66
Net Operating Surplus.....		\$ 183,584 92

(Sgd) HARRY BALDWIN, C.A.,  
Treasurer.

(Sgd) GLADSTONE MURRAY,  
General Manager.

Victoria Building, Ottawa,  
June 26, 1941.













CA1 BC

-A55

Government  
Publications

~~F17~~

~~8699~~

~~C203~~

~~1941/42~~

## ANNUAL REPORT

OF THE

# CANADIAN BROADCASTING CORPORATION

FOR THE FISCAL YEAR ENDED MARCH 31, 1942

1941/42

OTTAWA  
EDMOND CLOUTIER  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1943

16 1943



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# ANNUAL REPORT

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# CANADIAN BROADCASTING CORPORATION

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1943





December 7, 1942

Major-General The Hon. L. R. LAFLÈCHE, D.S.O.,  
Minister of National War Services,  
Ottawa, Ontario.

SIR,—In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, and in view of P.C. 4215 and P.C. 4217, both dated the 11th of June, 1941, I have the honour to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended the 31st of March, 1942.

I have the honour to be,

Sir,

Yours faithfully,

RENÉ MORIN,  
*Chairman, Board of Governors.*

## BOARD OF GOVERNORS

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RENÉ MORIN, Montreal (*Chairman*)

N. L. NATHANSON, Toronto (*Vice-Chairman*)

MRS. NELLIE MCCLUNG, Victoria

J. WILFRID GODFREY, K.C., Halifax

The REV. CANON W. EASTLAND FULLER, Saskatoon

MAJOR-GENERAL VICTOR W. ODLUM, Vancouver

DEAN ADRIEN POULIOT, Quebec

The REV. JAMES SUTHERLAND THOMSON, D.D., Saskatoon

R. ROWE HOLLAND, Vancouver

## CANADIAN BROADCASTING CORPORATION

### ANNUAL REPORT 1941-1942

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This is the Annual Report of the Canadian Broadcasting Corporation for the fiscal year, April 1, 1941, to March 31, 1942.

Once again the work of the Corporation during this period was dominated by the war, and its ever-growing requirements. During 1941-42, new phases of the world conflict were opened up, first by the German invasion of Russia in June 1941, and second, by the extension of the conflict to the Pacific, as a result of the Japanese attack on Pearl Harbor in December 1941 and the entry of the United States into the struggle against Germany and Japan. These momentous events not only brought the war actively to every quarter of the globe, but created a United Nations front against the enemy powers. One effect of this has been greatly to increase the number and variety of war "personalities" whom the CBC has been able to introduce to Canadian listeners. The voices of such world leaders as Madame Chiang Kai-Shek, Maxim Litvinoff, and John Curtin of Australia have become almost as familiar to Canadian listeners as the voices of Churchill, Roosevelt and the leaders of European governments in London.

In February 1942 the United States went on daylight saving time, or "war time" as it is called there. As a result, national daylight saving time came into operation throughout Canada also; and henceforth American and Canadian program schedules were both adjusted to the same system of timing. Although this involved considerable initial readjustments, it produced a simpler system of program scheduling than has previously prevailed when one part of the Dominion was on daylight time for the whole year and the remainder for the summer only.

#### BOARD OF GOVERNORS'

During the period under review, J. Wilfrid Godfrey, K.C., of Halifax, Rev. Canon W. E. Fuller, of Saskatoon, and Dean Adrien Pouliot, of Quebec, were re-appointed for a period of three years from November 2, 1942, and R. Rowe Holland, of Vancouver, was appointed March 17, 1942, for the period expiring November 1, 1943, in place of Major-General V. W. Odlum who resigned.

#### PROGRAM DIVISION

##### GENERAL

War needs have again affected CBC program schedules, not so much by increasing the number of war programs—feature, commentaries and special broadcasts—as by raising and intensifying their quality. In general these programs have reflected the listener's growing consciousness of the urgency of the war situation and his readiness to make greater sacrifices and put forth greater energies to win victory.

##### CO-OPERATION WITH THE GOVERNMENT

Again the CBC has worked in close co-operation with the Government and its departments—particularly the office of the Director of Public Information, the Inter-Departmental Committee, the Department of National Defence, the Department of Munitions and Supply and the Department of Finance.

More and more departments have come to look to the CBC for aid in publicizing Government policy and legislation, and in promoting national campaigns and appeals.

Much important legislation has been first introduced and explained to the public in broadcast talks from Ottawa, often with little advance notice. Last minute re-organization of a schedule to provide for a national pick-up from Ottawa, with adequate provisions for French version on the Quebec network, at a time which will command a good listening audience, is, in a country the size of ours (with its five time-zones and numerous regional networks), a severe test of the enterprise and ingenuity of the CBC.

News from Government sources is supplied to the CBC News Bureau by the press agencies in the ordinary way. However, special machinery is also available to send the CBC items of unusual significance, released too late at night for incorporation in the regular news broadcasts. For instance, when at a Sunday evening press conference on December 7, the Prime Minister announced Canada's decision to declare war on Japan, a CBC representative who attended the conference phoned through a bulletin which was broadcast on the National News Bulletin less than two minutes after the meeting was dismissed. Similarly, when a press statement is issued dealing with some complex subject for which background illustrative information is desirable, the CBC Liaison Office is available to pass on such information to CBC news editors.

Such familiar and popular programs as "Carry On, Canada" and "Let's Face the Facts", were produced in co-operation with the Director of Public Information. In Quebec these programs found their counterparts in "L'Histoire en Marche" and "Pour Plus Ample Information", which latter is still being broadcast bi-weekly from Ottawa. The CBC has also been responsible for promoting and developing various national appeals and campaigns, particularly for the Service Departments (Army, Navy, Air Force), and the Departments of Finance and Munitions and Supply. Here radio has made a vital contribution not only to the success of the campaign, but to the enjoyment of the listener. The All-star Variety Programs, for instance (produced for the War Loan and War Savings Appeals), commanded a very large audience, and proved Canada's ability to produce outstanding entertainment in a field hitherto considered the exclusive preserve of United States talent. Nearly all Government departments have made use of the French network for their campaigns.

Nearly all major phases of the war effort are publicized in CBC broadcasts at one time or another. "They Fly For Freedom", for example, produced in collaboration with the R.C.A.F., gave a complete picture of the training of an airman. "Canada's Answer", a series of actuality broadcasts from war industries, arranged with the assistance of the Department of Munitions and Supply, pictured in a vital and exciting way industrial achievements on the home front.

Again many war service organizations such as the Red Cross, various auxiliary services and welfare organizations have made increased use of CBC facilities for the promotion of their work and for appealing for funds. This has involved broadcasting of special announcements, use of recorded programs (e.g. excerpts from speeches by world statesmen), patriotic music, dramatizing of motion pictures, etc.

In addition to its links with Government departments the CBC has had increasingly closer contact with the British Broadcasting Corporation. And since the United States entered the war, the CBC has been placed under even deeper obligations than formerly to the major U.S. networks, for their help in exchange of programs and pooling of ideas and talent in the development of propaganda for our common war effort.

## OVERSEAS PROGRAM UNIT

This unit has continued its valuable service to Canadian radio by sending from Britain programs which bring to life the work of Canadians overseas, particularly through personal messages from soldiers, sailors and airmen to their friends at home. The popularity of the unit's original program "With the Troops in England", continues unabated. "Greetings from the Beaver Club" was a new program with a character of its own which presented a picture of a famous centre for all Canadians in London. The increasing importance of the R.C.A.F. has been reflected in such programs as "Wings Abroad" and "Gentlemen with Wings". The unit has also sent across similar programs designed for the French network under such titles as:—

"Jean Baptiste s'en Va-t'en Guerre",  
"Cette Semaine à Londres", "En plein vol".

## PROGRAMS FOR TROOPS IN BRITAIN

Again with the help of the Canadian Legion, the voices of friends and relatives at home have been brought to the Canadian troops overseas. The CBC has recorded these weekly broadcasts covering community events and personal messages from family groups in various parts of the country, and has then shipped them to Britain for retransmission by the BBC. The CBC has also sent over a weekly newsletter compiled by the CBC News Service, including sports activities such as the National Hockey League games.

## LANGUAGE PROBLEMS

To serve the interests of large bodies of French-speaking Canadians living outside the Province of Quebec, a shortwave station, established at Verchères, continues to broadcast by directional beam French network programs to the Prairies and the Maritimes. The Prairie Regional transmitter at Watrous, Saskatchewan, carries daily broadcasts, by means of transcription of some of the more important French programs originating in Quebec. The national network has continued, as in the past, to carry certain programs with bilingual announcements and content.

## OPERAS AND ORATORIOS

An example of inspirational programs possessing special war time significance was provided by the series of British Ballad Operas broadcast early in 1942. The idea was to bring to listeners in the New World a sample of what is best and most typical of British music, that is, light opera. The series ranged over three centuries of British music history and included the following operas:—

Dido and Aeneas, by Henry Purcell,  
Acis and Galatea, by G. F. Handel,  
The Beggars' Opera, by Gay and Pepusch,  
The Bohemian Girl, by Michael Balfe,  
Merrie England, by Sir Edward German,  
The Immortal Hour, by Rutland Boughton,  
The Devil Take Her, by Arthur Benjamin.

In addition to these well-known works, the CBC itself took the ambitious step of commissioning a new ballad opera on a Canadian theme by the distinguished Canadian composer, Dr. Healy Willan, using a libretto written by a well-known Canadian author, John Coulter. This opera "Transit Through



Fire", dealt with the problems of youth in the pre-war and war periods. Its production was greeted with great interest by Canadian music lovers, and was favourably noticed in the press.

The eight operas, which were produced under the direction of the CBC Music Supervisor, enlisted the services of famous conductors such as Eugene Goossens, Sir Ernest MacMillan, Edwin McArthur, Arthur Benjamin, and of celebrated singers such as Rose Bampton, John Brownlee, William Hain, Oscar Natzke and Kenneth Neate together with some of the best available Canadian artists.

On Saturday afternoons throughout the winter months, Canadian listeners again enjoyed the broadcasts from the famous Metropolitan Opera House in New York City. Studio versions of operas were also given during the year—particularly of French operas from Montreal. Among programs of the oratorio type broadcast on special occasions, were "The Messiah" from Toronto, Dr. Healy Willan's "Chester Mysteries", from Vancouver, Pierne's Children's Crusade, from Montreal, all at Christmas. Also Dvorak's Requiem at Easter, from Montreal.

#### SYMPHONIC MUSIC

As in previous years, the CBC brought listeners the opportunity of hearing symphonic music by the best Canadian and American organizations. These included the regular concerts of the Toronto Symphony Orchestra and Les Concerts Symphoniques de Montreal, and a number of concerts by the Vancouver Symphony Orchestra. The summer concerts of the Toronto Philharmonic and Les Concerts Symphoniques from the Chalet at Mount Royal have also been carried on the network. The programs of these organizations have included a number of original works by Canadian composers. The presentation from Toronto of a number of Gilbert and Sullivan light operas proved one of the outstanding successes of the season. The praise which flowed from listeners all across the country showed how important this type of entertainment is in time of war. Further, through the co-operation of American networks, listeners have heard the NBC Orchestra, the Sunday concerts of the Philharmonic Society of New York and the MBS Symphony broadcasts. The CBC Strings, under the direction of Alexander Chubaldin, have continued their national network series of serious music. Concerts have been given by the Hart House String Quartet, the Mendelssohn and Conservatory Choirs of Toronto, the Lallemand String Quartet of Montreal, the McGill String Quartet and the Montreal Trio. Winnipeg supplied a very fine Sonata series by Albert Pratz and Gordon Kushner. Choral groups from Vancouver, Winnipeg and other centres have been broadcast on the national network. Violin, piano, vocal and other recitals have been presented regularly in series from many production points—in the evenings by more experienced performers and in the afternoons by promising junior talent.

#### NEWS BROADCASTS

Since 1939, the most tremendous drama in the world's history has been unfolded in the daily chronicling of the news. In this drama everyone has become a participant as well as a spectator, and for this reason simple presentation of news is of paramount interest in the Canadian homes. Twenty per cent of broadcasting time is devoted by CBC to the presentation of news. In such news there is no place for novelty and sensationalism. Above everything else, integrity and authority are of principal importance.

The CBC National News Service, since its inauguration last year, has continued to provide a service based on the conviction that it is in the nature of a public trust. CBC News Bureaux operate at Halifax, Montreal, Toronto,

Winnipeg, and Vancouver. The Montreal Bureau is staffed with French as well as English editors in order to give a full news service in French for the French network. The Toronto Bureau operates as a Central News Room for Canada, and all national news bulletins originate from that point. As a result of possessing key locations across the country and enjoying the service of the two great news gathering organizations—British United Press and The Canadian Press—the CBC has built up an increasingly wide audience, not only in Canada, but also in the United States. In the main, there are four national news broadcasts daily, which are supplemented by regional broadcasts in the various areas giving news of local and regional items. Each bureau possesses a library of up-to-date reference books together with a file of clippings on domestic and foreign affairs and personalities, to provide background material for quick and authoritative reference. While the CBC writers do not editorialize or indulge in comment or speculation of any kind, news despatches can often be rounded out and enhanced in value by relevant background material.

On the day Pearl Harbor was attacked, December 7, 1941, thirteen special bulletins were given, beginning with the regular bulletin at 3.27 p.m.; this was in addition to bulletins carried on American exchange programs. During the week following, news bulletins were presented every hour, on the hour, until at its end, the schedule reverted to normal. During the second half of the year, an evening bulletin was added for the Maritimes at 9.00 p.m. A.D.T. daily as a sequel to the change to national daylight time in September 1942, since the 11.00 p.m. E.D.T. National News Bulletin then arrived too late for regular Maritime listeners. A supplementary bulletin was also added in the Prairies at 6.30 p.m. C.D.T. and a morning bulletin for the Pacific network at 8.00 a.m. E.D.T.

The CBC shortwave receiving station at Ottawa has continued to monitor foreign news broadcasts, including those from South American countries; and much valuable news material is received in this way. The BBC News, direct from London, is also carried on the national network twice daily as well as BBC news commentaries from London. In addition, the French network carried a translation of the BBC News together with a complete French newscast from London.

#### NORTHERN MESSENGER SERVICE

This service has again continued to provide a valuable means of contact for those living in the remote Canadian Arctic regions and the Northwest Territories—an area which has become increasingly important in world affairs. Broadcasts were again given on Friday evenings from the beginning of November to the end of April, bringing personal messages to the inhabitants of these regions from their friends and families. Approximately one hundred and fifty to two hundred messages each Friday were given in the series of twenty-two broadcast periods.

#### FARM BROADCASTS

The regional Farm Broadcasts have now been established over a year on the basis of completely national coverage. The value of their work can now be hardly over-estimated and it occupies an increasingly valuable place in the lives of Canadian farmers. Farm programs are intended to entertain and enlighten rural listeners and, at the same time, keep them up to date with the latest developments in the agricultural world. They are specialized for each region, and the regional commentators are specially chosen to serve the five main agricultural regions of the country. Excellent rural coverage is given by the CBC's 50-kilo-watt transmitters in four of the five main agricultural regions. While the Rockies

were, at first, a stumbling block in the way of complete coverage in that area, the development of shortwave transmission has extended coverage to isolated areas.

Any national system of agricultural broadcasting has to comprise two kinds of services—a day to day information on current, seasonal production problems, on farm produce market quotations, news and weather, and secondly, a more specifically educational service dealing with economic problems. Once the day to day service had been established and the listening audience gained, it was then a comparatively easy matter to develop the use of the National Farm Radio Forum series. On March 30, 1942, Farm Radio Forum concluded its first winter of weekly broadcasts on a national scale. This pioneer project in adult education attracted wide attention among authorities in both Canada and the United States. The CBC prepared and produced the broadcasts, while the Canadian Federation of Agriculture and the Canadian Association for Adult Education provided a national secretary and office to take charge of national organization of forums, study material and instructions. In each province a Farm Radio Forum Committee supervised the organization of forums composed of representatives of farm organizations, University Extension Departments and Departments of Agriculture. Eleven hundred and seventeen farm forum listening groups were organized across Canada with a total membership of 16,262 farm people. The Farm Forum technique, as a program of rural education using radio and the printed word as technical aids to discussion, has become not only an established method of rural education, but a way of bringing out the findings of discussions and making them available to other provinces and to farmers all across the country.

Since the regulations of the Wartime Prices and Trade Board affect all aspects of farm life, the Farm Broadcast Department has established its own liaison officer, Colin Groff, in Ottawa. His reports, direct from the Board, are passed on to farm listeners through the regional Farm Broadcasts.

On the French network, "Le Réveil Rural," a daily program for farmers, comprising talks, price information, interviews, concerts, folk music, and advice to rural listeners, has continued to draw an enthusiastic response. It is heard in the remotest parts of Quebec as well as in the New England States, and an average of 350 letters a day reach the CBC offices from its listeners.

#### FEATURES AND ACTUALITIES

Feature and actuality broadcasts continue to play an important part in the CBC program schedule during the third year of the war. These programs have been a valuable means of lending colour and vitality to institutional broadcasting, and have done much in the promotion of government campaigns for recruiting, for salvage and for the War Savings campaign. They are also useful in stimulating public morale, and for publicizing Canadian war achievements. For example, within the space of a brief half-hour, the Features Department can present the essential aspects of a basic war industry, give a picture of life in an army camp, or outline the need for rubber conservation.

Perhaps the most successful series of war programs were those of William Strange, arising out of his visit, in the spring of 1941, to Britain. His impressions were embodied in a series of feature broadcasts running for seven weeks during the summer under such titles as "Atlantic Battle", "Black Wednesday", "Lords of the Air" and "The Quiet Victory". For use in this series, many actual recordings were made in London at the time of the worst period of the Blitz, April 1941, especially "Black Wednesday", April 16, when the City of London suffered most severely.

The Features Department does not dramatize war in any fictional form but in "Brothers in Arms" (written by Ernest Foster) the truth was shown to be stranger than fiction. For in these programs, based on the diaries of soldiers,



sailors and airmen who had escaped from the subjugated countries in Europe to train in Canada, were presented a vivid series of dramatizations of escapes, adventure and ordeals—all holding up to Canadian youth the example of men determined to sacrifice everything to re-enter the conflict and carry it through to the finish. The series of Sunday evening programs "Carry On, Canada" continued the story of Canada's growing war effort. The one hundred and first, and final program was given in February 1942. The broadcasts as a whole had given listeners a comprehensive picture of Canada's war production in armaments, ships, planes, munitions, food and materials, thus bringing home the emergence of our Dominion as an "arsenal of democracy".

Another type of war program was the thirteen broadcasts entitled "New Homes for Old" written by Allister Grosart, with music by John Weinzwieg. This told the stories (in the spring of 1941) of typical "New Canadians" who had fled from the serrows of the Old World to start life anew in Canada. Subsequently, in co-operation with the R.C.A.F. the Features Department presented fourteen programs by Gerald Noxon designed to help recruiting for the Air Force by giving information about various branches, of their work, their needs and attractions. These programs, by dramatizing the work of the air-gunner, the air observer and other branches of the R.C.A.F. personnel, helped to overcome the mistaken notion that service in the Air Force meant only service as a pilot.

On the French network, "L'Histoire en Marche" as a half-hour broadcast weekly, depicted world events. A subsequent dramatized program "Monsieur Balthazar" was carried three times weekly, showing the reactions of the war on a Canadian family.

Many well-known authors contributed to "Eux et Nous", a series of dramatic sketches broadcast twice weekly which stressed the difference between life under the Nazi regime and life in democratic countries.

Among actuality broadcasts one of the most successful was concerned with the visit of the Rt. Hon. Winston Churchill, Prime Minister of Great Britain, to Ottawa, in 1941. Mr. Churchill's address to a joint session of the Senate and the House of Commons provided the main feature of this broadcast which was relayed to the American networks. The very popular conversations between evacuated children in this country and their parents in Britain continued to be broadcast at regular intervals by co-operation with the NBC and the CBC and with the Overseas Reception Board. However, because of the changed situation this series concluded shortly after the entry of the United States into the war. The program of messages from fathers and mothers in England to their children in Canada continued under the title "Hello Children".

#### TALKS

Talks have played an increasing role in the CBC's wartime schedule. Through radio, listeners have been given the opportunity of hearing all the principal leaders of the United Nations on the air from time to time. On the other hand, radio talks can also bring out factual accounts of experiences and the thoughts of the common man and the impact of the war on his life in the fields, factories or armed forces. Afternoon talks for women listeners have been used for the purpose of acquainting housewives with wartime changes necessary to household management, as well as to provide necessary consumer information and to interpret women's war effort. The CBC has received valuable co-operation from women's organizations throughout the country in publicizing, using and discussing these talks. Such talks deal with nutrition, child guidance, health, citizenship, home recreation, etc. Women commentators are now heard daily over CBA, CBM, CBO, CBL, CBK and CBR, in broadcasts specially designed for the home.

Among the many series of evening talks, outstanding success was achieved by "We Have Been There" in which, on Sunday nights, prominent personalities both in Canada and from abroad were brought to the microphone to tell their story of the things for which, and against which, we are fighting. Contributors included newspaper correspondents, diplomats and prominent men and women. These talks proved so popular that, when published in book form, the first series sold 20,000 copies. Subsequently a second series on the same lines entitled "Guest of Honour" was broadcast. This was launched by a remarkable address by Eric Knight, well-known British novelist, which proved so popular that the Department of Information agreed to distribute printed copies of it to the extent of 250,000.

Among war talks on the French network may be noted those given by Jean-Louis Gagnon, who commented on the news, described the part played by Soviet Russia and dealt with other current events. On Tuesday and Thursday evenings the Press and Information service of Ottawa provided "Pour Plus Ample Information"; a program consisting of talks dealing with questions of the hour. This was inaugurated by Hon. Justice Thibault-Rinfret who was followed by Jean-Louis Gagnon, René Arthur and many important citizens.

Reviews and commentaries on the news of the week assumed increasing importance and a panel of speakers appearing in rotation was continued for the Sunday evening broadcasts "Week-end Review". This panel includes prominent Canadian journalists. There has also been a week-nightly review of the war situation by Willson Woodside on the national network and a Washington commentary by J. M. Minifie and Raymond Gram Swing. Other noteworthy broadcasts arranged by the Talks Department included two talks by Hon. James A. MacKinnon, Minister of Trade and Commerce, from Buenos Aires and Rio de Janeiro in September and October 1941, as head of the Canadian Trade Delegation to South America. Broadcasts have also come from M. H. Halton of the *Toronto Star* direct from Cairo, in eye-witness accounts of the Libyan desert warfare.

One of the most popular, as well as educational of French network talks continued from previous years, has been "Les Fureurs d'un Puriste."

#### DRAMA

The most ambitious effort of the Drama Department during the year was the production of the "Whiteoaks of Jalna", dramatized from the series of famous novels by Mazo de la Roche. For this production the Drama Department was privileged to secure the services of the distinguished British actress, Miss Barbara Everest, in the part of "Gran". "Whiteoaks of Jalna" was produced in serial form by the Supervisor of Drama, with original music by the young Canadian composer, John Weinzwieg. It proved an outstanding artistic and popular success, bringing mail response from all parts of the country and from all types of listeners.

Among other noteworthy dramatic programs was the series "A Half-hour with Mr. Jones", which aimed at clarifying in dramatic form the current war situation for listeners. Again, the week-night dramatic serial "Newbridge", written by Alan Sullivan, presented the problems of the War as seen by the characters of a typical Canadian community called Newbridge, with special reference to the trials and experiences of a country editor and his family. Another type of war drama was more broadly inspirational. A good example of this was the performance of "There Shall be No Night", put on the air specially for the benefit of Canadian listeners, by Alfred Lunt and Lynn Fontanne. In the same category fall the two performances by Lynn Fontanne of Alice Duer Miller's "The White Cliffs of Dover"—one produced in New York,

the other in Vancouver—with the assistance of the Vancouver Symphony Orchestra and a special musical score loaned to the CBC by Dr. Frank Black, Musical Director of NBC. A new war play produced in the fall of 1941, "Mrs. Brown Has Five Sons", by Evadne Price, had Lady Hardwicke in the title role. From Montreal came a series of ten plays presenting works by Galsworthy and Sheridan, as well as an original play "The Land is Bright". A series of dramas on the Western network from Vancouver entitled "War in the Pacific" by John Gaunt, was also very well received. On the French network, radio drama has again taken an important place. Under the title "Radio Théâtre" has been presented a complete cycle of French classical plays ranging from the Middle Ages to the eighteenth century. Special explanatory talks of this series have been given by Radio-Collège on the Thursdays preceding the dramatic presentations on Sunday evenings. "Je Me Souviens", continued from the previous year as one of the most popular programs, extols the ancient customs of French Canada and discusses in dramatic form important social problems.

Canadian actors have benefited greatly from the increased opportunities provided them by the CBC of acting in company with distinguished British and American visitors. The CBC does not employ any stock company of actors and there are few professionals left in the Dominion to-day. Accordingly, great impetus has been given to the development of purely Canadian acting talent by using the services of men and women whose main occupation may be in the field of business or the professions.

In this connection, among the many dramatic programs sponsored on the air by advertisers, particular interest attaches to the "Canadian Theatre of the Air", launched on October 4, 1940, and continued ever since as a goodwill program under sponsorship. The aim of the series was to create in Canada an outlet for the playwriting talent of Canadians. In the 52 performances given from April 1, 1941, to March 31, 1942, no less than 43 scripts by Canadian authors were used. Standards of manuscripts, acting, and production have been high; and the advertiser has given a large portion of the credit for this to the guidance exercised by the CBC.

#### SCHOOL BROADCASTS

School broadcasting has made further progress in gaining recognition from the educational world in Canada. In British Columbia and Nova Scotia the work is now on a well-established basis. During the winter, 1941-42, it was arranged to extend the British Columbia school broadcasts to the three Prairie provinces and to originate one program a week from Winnipeg and Vancouver alternately for the four Western provinces. During the same winter educational broadcasting was also launched on the French network of the CBC. Under the name of Radio-Collège a series of some 250 lectures was broadcast in French for the benefit of young people of high school or art courses age.

##### (a) *British Columbia*

As in previous years a series of daily half-hour programs planned by the British Columbia Department of Education was broadcast to British Columbia schools. The subjects dealt with included language, arts, music, health, social studies, citizenship and science. It is estimated that 33,000 pupils in more than 450 radio equipped schools in the province listened regularly to these broadcasts.

##### (b) *Nova Scotia*

During the school year, September 1941-June 1942, the Nova Scotia Department of Education broadcast five morning and three afternoon programs each week on the CBC Maritime network. These programs included five radio lessons



based on the prescribed course of study (English, French, reading and history) and three supplementary programs (vocational guidance, current events and plays on citizenship). The broadcasts are given by teachers, and it is estimated that 150 schools in Nova Scotia are now equipped with receiving sets.

#### (c) *Quebec*

Radio-Collège has provided half-hour educational programs daily every Monday to Friday. These programs have no direct connection with the school curriculum of the Province but were arranged so as to be of particular interest to high school age students. The subjects included science, history, art, music and literature. Each broadcast was divided into two parts, the second half being a practical application of the first. The broadcasts were given by well-known specialists in the various subjects.

#### (d) *Prairie Provinces*

During 1941-42, the Departments of Education of the four Western Provinces, Manitoba, Alberta, Saskatchewan and British Columbia, agreed to co-operate in providing the two programs a week, one in Junior Music and the other a Library program. These programs originated alternately from Winnipeg and Vancouver and were carried on the Western network of the CBC. Each of the four Provinces agreed to pay one-quarter of the cost involved.

#### (e) *Citizenship Plays*

At the suggestion of the Canadian Council of Education for Citizenship the CBC agreed to broadcast on the national network, a series of six broadcasts presenting in dramatized form the lives of great Canadians who have contributed to the growth of Canadian democratic institutions. These broadcasts were presented during school hours in January and February 1942, under the title "Birth of Canadian Freedom". They dealt with the lives of William Lyon Mackenzie, Louis Papineau, Robert Baldwin, Joseph Howe, Lord Durham and Lord Elgin. French versions of a number of these programs were also broadcast on the French network.

#### (f) *School of the Air of the Americas*

The CBC continued its co-operation with the Columbia Broadcasting System by presenting on the national network, two of the five courses offered by the School of the Air of the Americas. These were "Music of the Americas" (folk music) and "Tales from Far and Near". As a further stage in its co-operation the CBC agreed to contribute to the School of the Air of the Americas, programs representing Canada and produced in Toronto and Montreal. Nine such programs were contributed, four being children's stories while the others related to the music, history and industry of the Dominion. These programs have been a valuable means of spreading knowledge of Canada among listeners, not only in the U.S.A. but in Latin America where the programs were also received. A special Canadian edition of the Teachers' Manual of the School was published and 10,000 copies of it distributed throughout Canada.

### CHILDREN'S PROGRAMS

Children's programs on the national network are of two types—one for very young children and the other for older children. Under the direction of Mary Grannan, the ever-popular "Just Mary" series of stories, for the very young, has been continued regularly on Sundays. These stories are specially written for broadcasting and lay emphasis on the quality of rhythm and sound. The authoress has had varied experience at teaching children, talking to them

and telling their experiences. As a result, the stories have gained such wide popularity they have been published in book form, and have had a remarkably large sale in Canada. The second program "Children's Scrapbook", which is presented on Saturday noons throughout the fall, winter and spring, is a half-hour variety program designed to appeal to the older children. While providing them with a normal source of thrills and adventure so necessary to growing youngsters, it is carefully removed from the "blood and thunder" type of excitement which has merited the disapproval of child welfare, and parent-teacher organizations. This show comprises an eight-minute adventure story, an informative spot of geographic or scientific interest, news specially presented for children, music by a six-piece orchestra, and a humorous dramatization of a folk or fairy tale. The program has gained such popularity in the United States that it has been regularly carried during the year on the Mutual network.

Similar special features were also designed for French-speaking children by the French network, including the ever-popular serial story "La Marmaille".

#### SPORT

Sports events continue to be of a major interest to listeners, including those in the armed forces. They have been covered in news bulletins, in special sports talks and by actuality broadcasts, both regionally and nationally. They included national events such as the running of the King's Plate, the Canadian Open Golf Tournament, and the final games of the National Hockey and Rugby Championships. Similar regional broadcasts were arranged for the benefit of local agencies themselves. These programs included Big-Four Rugby games, regional hockey matches and the Kelowna Regatta. The Toronto and Montreal games in the National Hockey League were once more broadcast under the usual sponsorship and a number of important events, including the World Series Baseball games and boxing matches from the United States were also presented. Both French and English networks carried sportscasts throughout the year. Mention has been made elsewhere in this report of the arrangements for keeping Canadian troops overseas informed on current sports activities.

#### RELIGIOUS PROGRAMS

The weekly broadcasts on Sunday afternoons, arranged in co-operation with the National Religious Advisory Council, continued on the national network throughout the year. These two half-hours, known respectively as "Religious Period" and "Church of the Air", have brought to the microphone outstanding Canadian clergy from parishes in various sections of the country. Care has also been taken to see that a purely urban point of view does not have a monopoly in these broadcasts, and that the rural clergy as well have taken part. The speakers are chosen by the Council at their regular monthly meetings in Toronto. On this Council, the Supervisor of Religious Broadcasts sits as a representative of the Corporation. A less formal religious period "Midweek Meditation" is presented on Wednesday evenings during the winter months and consists of the choral singing of well-known hymns of the churches linked with an appropriate continuity. A short three-minute message, on broad Christian lines, is given in the course of this program by selected speakers.

Local committees of the Council arrange for "Morning Devotions" as a week-day program. These are broadcast from Toronto, Ottawa and Vancouver. Toward the close of the year, provision was made for a similar service to be set up for the Maritimes, for Montreal and for the Prairies, giving a complete national service.

A special series entitled "Holy Week Meditations" was broadcast daily during Holy Week and was conducted by the Most Rev. Derwyn T. Owen. This series consisted of personal meditations on the significance of Holy Week.

On the French network, "L'Heure Dominicale" has been broadcast each Sunday and on week days, the morning program, "Elevations Matutinales".

#### BBC RE-BROADCASTS

In any summary of the year's activities of the Corporation, it is essential to mention the valuable part played by the inclusion of BBC re-broadcasts from the North American transmission. These re-broadcasts have been mentioned incidentally in other parts of the report. They include the BBC News Bulletins, BBC News Reel, the daily commentaries, feature broadcasts on the bombings of historic centres, the work of the armed forces and the Merchant Navy, the Convoy System, and talks by personalities from all ranks, both civil and military. They have involved increased co-operation with our own Overseas Unit, in the presentation of broadcasts in both French and English. One of the most significant programs which deserves special mention is the daily serial story of the Robinson's under the title "Front Line Family".

#### BROADCAST LANGUAGE

The Supervisor of Broadcast Language is responsible for the general standard of CBC announcing. In pursuance of his duty, he has made periodic checks in all regions of the quality of announced work, and he has been available on request to privately-owned stations for consultation and advice. The recent extension of the war to Russia and to the Pacific has resulted in the necessity of Canadian announcers mastering pronunciation of place and personal names in foreign languages. Auditions for new announcers, as a result of the increased demands for men in the armed forces, have been conducted regularly, and announcing standards maintained. The policy of consulting the best available printed and personal authorities has continued. The standards guiding such studies have been to obtain such an approximation to the correct pronunciation as to leave the announcer free from the charge of conscious superiority or careless ignorance. It must always be borne in mind that a foreign name should not be so pronounced as to be completely unrecognizable to the ordinary listener.

#### COMMERCIAL DIVISION

In the period under review many sponsored programs were broadcast by the stations comprising the Corporation's networks, adding variety and balance to the daily national program service. A large percentage of these sponsored programs, both English and French, originated in Canada, providing musicians, dramatists and other artists with employment. The majority of the dramatic shows were from original scripts by authors in all parts of Canada. New authors were discovered, and thus considerable impetus was given to local dramatic activities, particularly in the Province of Quebec. Besides dramatists and musicians, other Canadian artists were given employment through the medium of these sponsored programs. Many outstanding and popular United States network sponsored shows were also carried over the Corporation's national and alternative national networks.

In July 1941, the Corporation commenced the operation of a second or alternative national network, thereby making it possible for advertisers who were precluded from purchasing time on the regular national network to reach listeners in the main markets across Canada. It was not possible to meet all



the demands of advertisers for time on the national network; indeed, the periods available to advertisers were limited, owing to the Corporation's own program service and its increased program activities in connection with the war effort. The alternative national network, therefore, provided advertisers with network facilities to reach listeners in the main markets across Canada, at the same time offering an alternative program service.

The Corporation wishes to place on record its appreciation of the splendid co-operation rendered by all sponsors using both English and French networks, not only for their assistance to various branches of departments of the Government in the war effort, but also for relinquishing their time entirely on the network when necessary in the national interest.

In addition to the networks referred to above, the Corporation also provided the necessary wire line facilities for advertisers desiring to use a limited number of private stations. These are referred to as "subsidiary hookups", and are available to Canadian advertisers whose business is limited to local market areas.

## PRESS AND INFORMATION SERVICE

### PUBLICITY

CBC publicity has been noticeably greater throughout the weekly press in Canada. This is due in part to the use of inexpensive mounted plastic stereos to replace matrices for newspapers, many of which have no casting facilities, and to better distribution of CBC publicity material resulting from a survey conducted among all Canadian weeklies. Papers which through this survey expressed their willingness to utilize as much publicity material about radio as possible now receive copies of every piece of printed promotional material released by the CBC. Press stories dealing with individual programs are prepared and forwarded to the press as soon as details are available.

Feature stories, illustrated with appropriate photographic material dealing with many aspects of CBC activities, have been widely used in such publications as "Canadian Business", "Canadian Geographical Magazine", "Broadcasting", "Variety", "Radio Trade Builder", "Toronto Saturday Night", "Radiomonde", "Book of Knowledge Annual", "New World", "Canadian Home and School Magazine" and others. Educational publications throughout the Dominion have already made wide use of CBC program information relating to the educational field.

Interest in rural sections of the country has been stimulated by the co-operative efforts of the CBC with its five regional Neighbourly News broadcasters. In Quebec the rural newscast, *La Revue des Hebdomadaires*, very similar to Neighbourly News, obtains a good response from the French-speaking sections of the country. In Ontario the Neighbourly News broadcaster, Andy Clarke, was the guest of service clubs or similar organizations in a large number of important centres. His speech featuring the CBC was carried practically in its entirety by the local press at each point. This special effort to reach many localities in Western Ontario is based on the greater need for educational effort in that area in regard to CBC's accomplishments and also on the completion resulting from the proximity of powerful American stations.

### PUBLICATIONS

A Publications section of the Press and Information Service was set up to handle all publications of the Corporation whether for sale or free distribution. Many books and pamphlets have been issued during the year. Among these should be mentioned Radio-College, a series of illustrated educational

"aids-to-study" pamphlets; a second edition of "Old Country Mail", a selection of letters about life in Great Britain selected from broadcast talks by R. S. Lambert; a second edition of the popular Just Mary stories called "Just Mary Again"; a thirty-two page booklet giving details of the "Theatre of Freedom" series which was distributed to the number of 52,000 copies to newspapers, radio executives, advertising agencies, educational and civic leaders throughout the country; two series of "We Have Been There" talks, 29,000 copies of which were sold at twenty-five cents per copy, constituting at the same time some of the best publicity produced for the Talks Department to date.

The Eastern and Prairie regional schedules are issued weekly. With these feature talks are frequently printed, additional copies being run off for distribution to inquirers or for special lists. The most notable was a talk by Eric Knight which brought home the war so realistically that the Department of Public Information at Ottawa co-operated in the distribution of 250,000 copies.

Coinciding with the change from standard to daylight saving time in the Prairies a mimeographed program schedule was provided and the one in the Maritimes was discontinued. Program listings of Station CBA are now included in the Eastern regional schedule. Similar arrangements with considerable savings are now being considered for Quebec where it is hoped to substitute for the various mimeographed schedules a joint printed schedule.

The British Ballad Opera series was the occasion for a sixteen page booklet with coloured cover distributed to the number of 5000. Three departments of the CBC, the Farm, Talks and Educational, have greatly increased their use of supplementary printed information in conjunction with their broadcasts, and the compilation and production of these has been largely the concern of the Press and Information Service. Illustrated folders were prepared for the Farm Broadcast Department for distribution to Farm Forum groups across the country and throughout the season many specially written and printed accounts, talks, study material and photographic layouts have been produced and distributed through the Press and Information Service. The Press and Information Service sold 110,000 CBC war games at ten cents each and 65,000 war maps at twenty-five cents each for the purpose of accumulating network coverage statistics mainly in the interests of the Commercial Division.

To mark its fifth anniversary, the CBC issued a series of eleven pamphlets, each one of which reviewed briefly the history and details of one phase of CBC program activity. The subjects covered included Talks, School Broadcasting, Special Events, War Effort, Farm Broadcasts, Music, Drama, Engineering, Finance and Administration, and French network broadcasting. A combined edition was also issued in French to review the accomplishments of the French network during the five-year period.

The arrangement whereby the Department of National Defence furnished daily newspapers with the names of those overseas participating in the greeting programs from the CBC overseas unit was extended to practically every newspaper receiving this list a list with the regional times of the programs. Apart from this the CBC sent out postcards advising people when their relatives might be heard in greeting programs over the CBC network. An illustration of the CBC's desire to create good-will and be of service to the forces was seen last Christmas when a special Christmas program for the airmen was broadcast. Some 2500 attended the broadcast after which they were entertained and given chocolates and cigarettes through the efforts of the CBC Press and Information Service.

What has been done in English-speaking regions in the main has been duplicated in the Quebec region. The major dailies have reproduced some 375 releases of editorials, many special articles, etc., between November and March. Among the English dailies in the Quebec region giving special attention to the



CBC should be mentioned the Montreal Gazette with its regular daily radio page much of which is given over to the CBC programs. The Montreal Star also highlights CBC programs. Short talks on the activities of the CBC are broadcast daily over CBF as well as CBM in French and English. Close personal contact with editors in Quebec has resulted in a change of attitude towards the Corporation on the part of some who had been hostile in the past. The Supervisor of the Press and Information Service in Quebec gave a talk on the CBC at the Cercle Universitaire which was repeated on various occasions for special clubs and organizations. This talk which was printed in pamphlet form by the CBC was reproduced in magazines.

A series of lectures on the activities of the CBC and designed for all types of audiences was given, last year, throughout the province by the Regional Supervisor of Educational Broadcasts. The lectures were in the nature of an object lesson type on the subject of broadcasting, and dealt with the work of the pioneers in the discovery of radio, the developments of broadcasting in the past decade, the national systems of broadcasting in the world, the functioning of the CBC and its accomplishments in the fields of recreation, information and education.

The lectures were illustrated with a 16 mm. colour film of 45 minute duration which took the audience on a tour of the CBC studios, its newsroom, sound effect laboratories, control rooms and transmitters. Lectures were given under the auspices of schools, colleges, social clubs, workers' associations and literary groups.

Full co-operation of the Press and Information Service was given in publicizing the Second Victory Loan, as well as various war service organization drives; numerous announcements and talks were broadcast on different phases of the war effort by celebrities. The services extended by the Program Division in relation to the governmental and allied war effort carried through in all cases to Press and Information. This applies in Quebec as in all the rest of Canada. Much valuable publicity resulted from the March of Time programs in Quebec, the unveiling of the first large cannon made at Sorel, the impressive military ceremony at Fletcher's Field and many talks by important visitors.

## STATION RELATIONS DIVISION

The Supervisor of Station Relations Division has kept in close personal touch with private station managements, interpreting CBC regulations and policies and assisting in the many and varied problems of network broadcasting. Close contact has been maintained with the Canadian Association of Broadcasters and with the Western Association of Broadcasters, and the CBC is glad to pay tribute to the excellent spirit of co-operation which these organizations have extended to the Corporation in all matters of broadcasting and in the furtherance of the war effort.

Effective February 15, 1942, the arrangement instituted at the outbreak of war, whereby the Station Relations Division served as a liaison between the Radio Broadcasting Censor and the Canadian radio stations, was dissolved at the request of the CBC, and thenceforward all radio censorship business has been conducted directly between the Radio Censorship office and the stations.

## REGULATIONS

Only one change in the Broadcasting Regulations has been adopted by the Board of Governors in this period. Regulation 13, which governs news broadcasting, was revised so as to permit the mention of the news service in opening and closing announcement of commercial news broadcasts. Prior to this change only the phrase "furnished by an authorized news agency" was permitted.

## CONTINUITY CLEARANCE

Under Regulation 12, approximately 3000 advertising continuities for patent medicines, food and drug products are cleared monthly through the Station Relations Division. 75.8 per cent of all copy cleared last year was broadcast on privately-owned stations and 24.2 per cent on CBC stations or the CBC network. French advertising copy for broadcast on Quebec stations occupied 26.04 per cent of submissions. Advertising agencies handled 60.5 per cent of all copy cleared by this Division. It is interesting to note that 75.6 per cent of the continuity cleared under Regulation 12 was for food, 17.5 per cent for drugs and only 6.9 per cent for proprietaries. This should refute the fallacious general conception that a disproportionate quota of advertising is given up to these products.

Government departments seek observance of the Acts and Regulations which they administer by co-operation rather than through the courts, and to this end the CBC Station Relations Division has sought to bring the advertiser and the departmental officials together for discussions of their problems. This Division is conveniently located in a centre where the greater number of advertising agencies of Canada and the United States, or their branches, are located.

A comparative survey of clearance methods for copy broadcast on the American networks was made early this year. This study was conducted with a view to improving the Corporation's present system of continuity clearance and to ascertain whether any benefit could be derived from their experience. Naturally, a great deal was learned, but on the whole it was found the Corporation's system was quite adequate. Indeed, in many respects, it surpassed that followed in the United States.

The Station Relations Division has recommended that the use of the air be denied to advertising for products which are generally considered unacceptable topics in social groups. It is felt that because of the personal and intimate nature of the radio medium, such subjects should not be discussed on the air.

Examination of medicine and food copy prior to broadcasting is designed to protect the listener from unwarranted claims and exploitation. Close supervision of broadcasts for drugs and medicines has been maintained at the request of medical authorities. All advertising is analyzed carefully before it reaches the microphone.

The booklet *Procedure for Handling Food and Drug Radio Continuity*, published both in English and French by the Corporation for the guidance of advertisers and station personnel, has been found very useful by the CBC staff which is constantly changing because of war conditions. Articles have been prepared for periodicals and an effort made to keep those concerned well abreast of all changes of policy.

## STATISTICAL SUMMARY

## COMPARISON OF BROADCASTING

The completion of this year's activities resulted in the unprecedented number of programs broadcast amounting to 40,886, occupying a total of 12,760:15 hours, a remarkable increase of 160.2 per cent over the first complete year's operations.

In 1936, the CBC broadcast an average of just under 10:00 hours daily. The following year the figure was increased to 13:00 hours of daily broadcasting; in 1938 to 19:00 hours, in 1939 to 29:00 hours, and in 1940 to 33:00 hours. Since the beginning of the present fiscal year the CBC has reached the record of 35:00 hours of daily broadcasting. The foregoing figures refer only to sustaining operations on the various networks, and represent that many hours per day of

unduplicated network broadcasting. An over-all figure for 1941 would be reached by adding to the sustaining broadcasting figure another 6:00 hours of daily commercial broadcasting, thus bringing the combined figure up to 41:00 hours per day.

This increase in the CBC's broadcasting activities is attributable to a number of causes. Quotations having been more or less standardized in 1939, the Corporation concentrated on designing a more comprehensive service for each of the five time zones, and particularly, on finding more appropriate times for programs designed for specialized audiences. A comparison of operations on the CBC's networks will illustrate this point. Last year, 21.5 per cent of all broadcasting was planned for the national network; during the year just ended only 18.5 per cent of the total of 12,760:15 hours of broadcasting was released for the national network. Broadcasting on the various regional networks has increased from last year's figure of 47.5 per cent to this year's total of 50.6 per cent.

The CBC's policy of presenting more delayed broadcasts is part of a broad plan for maximum distribution. More programs are being broadcast during the day to the Eastern network, and rebroadcast to the Western network at times calculated to attract larger audiences. Programs such as "The Birth of Canadian Freedom", "The Farm Forum", "As a Matter of Fact", and the BBC News Reel have been treated in this way.

This increase in the number of programs recorded for rebroadcast accounts largely for the increase in transcribed programs presented on the CBC networks. This year's statistical analysis shows that more than one-quarter of the CBC's programs were presented through the medium of recordings or delayed broadcasts, while the remainder were "live talent" presentations.

#### ORIGINATION OF PROGRAMS

Of the program hours originated by the Corporation, more than 90 per cent came from the five main CBC production points: Montreal, Toronto, Vancouver, Winnipeg and Halifax. Toronto and Montreal continue to be the two main production points, having originated 61.8 per cent of all programs produced by the CBC last year.

#### EXCHANGE OF PROGRAMS

The time devoted to American exchange programs has been decreasing. Two years ago, American programs comprised 30 per cent of the broadcasting schedule. Last year the percentage was only 20.1 per cent and this year it fell to 18.5 per cent, representing 2,349:55 hours. By far the largest number of United States programs carried are from the National Broadcasting Company. This year, 79.3 per cent of all programs imported from the United States were from the NBC, with the balance evenly divided between the Mutual Broadcasting System and the Columbia Broadcasting System. This ratio is consistent with that of previous years.

On the other hand, CBC has exported fewer programs to the U.S.—53:40 hours this year, as compared with 213:15 hours and 760:00 hours, respectively, in 1941 and 1940. One reason is that the Michigan Radio Network, which previously broadcast a number of the CBC programs, has discontinued this practice. CBC service released by the other American networks has also waned. It is reasonable to assume that United States participation in the war results in increased demands for broadcasting time by the United States Government and public service agencies. The situation in Canada has been similar.

Another fact has reduced the number of CBC programs carried in the United States. The American ASCAP-BMI litigation prevented the inclusion in American programs of many musical compositions which the CBC was still able



to use. Consequently, the U.S. network found it necessary to cancel all such programs from this country until the matter was settled. Although the restrictions have since been lifted, the previous arrangements have not been re-established on the former basis. Even in the normal course of events, however, it would have taken some time gradually to reinstate CBC programs without radical disruption of American broadcasting schedules.

There has been an increase in the number of BBC-originated programs. For the year ending 1940 approximately 250:00 hours of programs from the BBC were carried, in the year 1941, 700:00 hours, and this year the figure totalled nearly 1000:00 hours. This can be attributed mainly to the broadcasting of additional BBC programs dealing with our war effort, and broadcasts from Canadians overseas to relatives and friends in Canada.

#### PROGRAM CLASSIFICATIONS

Mainly because of the war, spoken word programs have increased, with a corresponding decrease in musical programs. The spoken word programs referred to include news, addresses by national leaders, women's service talks and discussions and educational features. During the year ending 1939 and 1940, 32.0 per cent of CBC programs consisted of the spoken word; the percentage increased to 42.4 per cent in 1941 and 45.7 per cent during the year ending 1942.

News continues to occupy most of the time devoted to spoken word programs. News commentaries, résumés and special events broadcasts occupied 2619:50 hours—more than one-fifth of the year's total broadcasting. Increases in news this year over last year are negligible, indicating that the news schedule, geared last year to wartime conditions, has proven adequate.

#### WAR EFFORT

The CBC has greatly increased the proportion of its war broadcasts. Special war broadcasts this year amounted to 1053:22 hours as compared with about half that figure last year. It should be remembered that this figure of 1053:22 hours represents only "special" programs. Actually, at the present time, all CBC programs are planned according to war needs, and with the elasticity this policy requires.

#### ENGINEERING DIVISION

During the year many distinct problems have emerged in connection with maintenance of CBC technical plant in wartime.

#### OPERATIONS

Because of the scarcity of essential materials needed in the war effort, it has been necessary to set up at Headquarters Engineering Office in Montreal, a Procurement Officer concerned with all problems associated with obtaining deliveries, salvaging what in the past might have been considered as obsolete equipment, and conserving existing equipment through precautionary measures.

Shop facilities, which had been established in the past at both Montreal and Toronto, have been made increasingly useful in the work of the Engineering Division: equipment which formerly was purchased as a complete unit from manufacturers is now engineered and assembled in the CBC's own shops.

Another phase of wartime operations which is becoming increasingly important to the Engineering Division is the need to further protect all CBC plants, both studio and transmitter. Transmitter plants have been protected

from the outbreak of hostilities against sabotage with the conventional guards, barbed wire entanglements, floodlighting, etc., but the CBC is now providing also for emergency antennae and emergency power supply facilities at vital points, so that a loss of antenna or power supply through any cause will not completely disrupt operations.

Equipment at studio plants is being decentralized as much as possible. Many of the essential parts employed at main studio centres such as microphones, amplifiers, etc., cannot be replaced; they are no longer manufactured. It has, therefore, been necessary to decentralize operations, especially at such large studio centres as Montreal and Toronto so that, in the event of a loss from even natural causes such as fire, important equipment, through decentralization, will still be available in these cities with which to carry on.

For the benefit of the technical operating staff as a whole an emergency operations bulletin has been prepared, dealing with the wartime operations problem in three distinct ways: (1) maintenance of normal operations under conditions of war economy; (2) maintenance of normal or restricted operations during an emergency, where no damage is done to our broadcasting facilities; (3) maintenance or resumption of essential operations after temporary or complete destruction of our broadcasting facilities.

#### CONSTRUCTION

It has been necessary to restrict the construction program to the bare essentials. The CBC's program production activities have increased greatly since the outbreak of war. At Halifax there has been an increase of nearly 400 per cent in four years in the number of CBC sustaining programs originated. At Toronto the increase has been approximately 100 per cent, and a similar increase has been noted at Montreal, Vancouver, Winnipeg and Quebec. Additional studios were needed at Toronto, and a CBC Concert Studio has just been completed in the Margaret Eaton Hall. Work on new master control facilities at Toronto has also been commenced, and this work will be completed early in the summer of 1942. In Halifax, because the CBC could not obtain additional space in the Nova Scotian Hotel, it was decided to relocate the CBC studios and this work, which was commenced in the spring of 1942, is due to be finished in the summer of the same year.

At Quebec Studios the technical equipment has been replaced with more modern facilities. Other essential construction has included the installation of a 250-watt transmitter at CBJ Chicoutimi, as the basic unit for a new 1000-watt amplifier which will soon be added at this point. This has been made necessary by the need to occupy the 1580-kilocycle class 1-A channel, which was one of the assignments of the North American Regional Conference in Havana for the Province of Quebec.

At Dixie, Ontario, CBY Transmitter, with directional antenna—construction of which was commenced in the previous operating year—was completed and placed in operation; the results have been satisfactory in every way.

A shortwave transmitter, CBRX, has been installed in Vancouver to give some daytime CBC service to the interior of British Columbia. The 7½-kilowatt shortwave transmitter at Verchères has been modified and improved, and service is now being given to French listeners in Western Canada, together with a limited service in English to listeners in Australia and New Zealand.

Ten low-powered relay transmitters have been delivered in this period, and will be installed during the summer of 1942 in the Cariboo and East Kootenay districts and one at Edmundston, N.B. Four additional transmitters of the same type have also been ordered.



## SPECIAL SERVICES

The special services rendered by the Engineering Division during this period were as follows:—

A survey of private broadcasting stations was commenced late in the summer of 1941 at the request of the Radio Branch, Department of Transport. The Engineering Division had already arranged for a survey of its own transmitters following the coming into effect of the Havana wavelength changes, and so it was only necessary to extend this to cover all broadcasting stations. To simplify the work, it was decided that only stations of 1000-watt power or greater would be surveyed at the outset. The survey was continued in the spring of 1942, and will be completed in the summer of this year. The work included both inside measurements of plant efficiency, and outside measurements of station coverage.

Other work undertaken for the Radio Branch, Department of Transport, during this period, was the measurement of tolerable limits of interference with radio communication on Army tanks.

Another job was a project for the Free French Forces, which was commenced in the previous fiscal year, and proceeded with during the present fiscal year. The CBC's Chief Architect spent five months in French Equatorial Africa, supervising the construction of the necessary buildings to house a high-powered international shortwave transmitter. A CBC Transmitter Engineer is now in the same area supervising the installation of equipment. All drawings, architectural, mechanical and electrical, have been assembled and co-ordinated, and many details actually developed in the CBC Engineering Division in Montreal, where members of the Engineering Staff worked overtime on the job.

For those members of the Engineering Division not eligible for military service, and for those engaged to replace men granted leave of absence for active service, the CBC has made arrangements with two well-known correspondence schools to provide further instruction in radio broadcasting. One is an advanced course, the other more elementary. One hundred and fourteen technical employees have joined. The CBC encourages not only technical but even office employees to take the course. As each individual completes the course, certain financial help is given by the CBC in the form of reimbursement of part of its cost.

## PERSONNEL

During the year the Corporation's staff grew from 615 to 657. Much of this increase was due to continued war demands on program, engineering and accounting activities. Enlistments and calls for military training had drawn 50 men into the armed forces by March 31, 1942, and the rate of loss to the personnel indicated that many more would be granted leave within the ensuing year. The difficulty in replacing male employees led the program and engineering divisions to begin employing on an experimental basis women as announcers and booth operators. At the end of the year three women announcers were regularly heard from Montreal, Ottawa and Toronto.

Vital war work drew others of the staff into widely separated fields, for example, a number of engineers to the National Research Council and to the Department of National Defence, others to the ranks of the Fighting French, and a news editor to the service of the British Government.

In the spring of 1941, at the invitation of the management, employees in the various studios, transmitters and operating points across Canada organized staff councils, representatives of which met at a national convention in Ottawa during October. A plan was drawn and agreed upon with the following purpose in view:—

- (a) The promotion of employee welfare, and
- (b) The maximum co-operation between staff and administration to achieve maximum efficiency in operation.

Tentative steps were immediately taken by the staff councils to approach the management and the Board of Governors with the request that a pension scheme be instituted without delay for employees of the Corporation.

In October 1941, payment of a cost-of-living bonus to members of the staff was approved by the Board along lines similar to that paid to civil servants. The coverage was extended in February 1942, to correspond with Government regulations applying to industry as a whole.

The heavy demands on all members of staff, occasioned by the war, have been met by a whole-hearted endeavour to maintain and to improve the national service.

### FINANCIAL

The Corporation's operations for the fiscal year ended March 31, 1942, were conducted at a cost well within achieved income for the same period, leaving a surplus to be added to the reserves which are now more than ever necessary because of possible wartime emergencies.

The Corporation's excellent cash position continues to be maintained conservatively. The loans from the Dominion Government have been reduced by a further \$283,000, of which \$167,000 was a prepayment.

Of the operating costs, 51.32 per cent were for the Program Department, which is a slightly higher proportion than heretofore.

### OPERATING COSTS IN PERCENTAGE TERMS FOR THE PAST FOUR YEARS

—	1938-39	1939-40	1940-41	1941-42
General and Administrative.....	4.86	4.65	4.70	3.98
Operations.....	16.73	17.45	19.58	16.96
Programs.....	50.77	48.95	46.76	51.32
Station Network.....	20.45	19.60	19.05	17.80
Depreciation.....	7.05	9.04	9.56	9.35
Interest on Loans.....	0.59	0.68	0.85	0.59
	100.45	100.37	100.50	100.00
Less Inventories.....	0.45	0.37	0.50	0.00
	100%	100%	100%	100%

The Auditor General has conducted a continuous audit of the Corporation's accounts and his certificate is attached to the appended balance sheet.

## APPENDIX I

CANADIAN BROADCASTING CORPORATION  
BALANCE SHEET, MARCH 31, 1942

## ASSETS

*Current—*

Cash in Bank, Petty Cash and Treasurer's			
Cashiers' Funds.....		320,260	05
Accounts Receivable .....	346,222	43	
Less—Reserve for Bad Debts.....	5,000	00	
		341,222	43
Accrued Bank Interest.....		395	71
Department of Finance (Balance owing on			
Licence Fees) .....		75,331	92

*Investments—*

Dominion of Canada Bonds—Par Value			
\$500,000—Actual Cost.....	497,500	00	
(Market Value \$498,625)			
Accrued Interest Receivable.....	3,630	14	
		501,130	14
		1,238,340	25

*Fixed—*

Real Estate, Buildings, Technical Equipment,			
Studio and Office Furnishings, Library,			
etc. ....		2,506,051	49
Less—Reserve for Depreciation November 2,			
1936, to March 31, 1942.....		1,415,946	47
		1,090,105	02

*Deferred—**Inventories—*

Expendable Stores.....	94,623	63	
Stationery and Printing.....	29,110	67	
War Maps and Games, Publications, etc.....	21,403	81	
		145,138	11
Prepaid Charges.....		4,935	07
		150,073	18

\$ 2,478,518 45

## LIABILITIES

*Current—*

Accounts Payable .....			244,873	28
Accrued Interest—Payable on Loans.....			4,344	39

*Loans—*

3½% from Dominion Government for Capital				
Works—Authority of Appropriation Act				
No. 3 (Vote 664).....		750,000	00	
Less—Repayments to date .....		246,601	23	
		503,398	77	

*Proprietary Accounts—*

Reserve for Renewals and Replacements.....		400,000	00	
Capital Surplus April 1, 1941.....		494,377	16	

*Operating Surplus—*

Balance April 1, 1941.....	532,203	49		
Operating Surplus 1941-1942.....	299,321	36		
		831,524	85	
		1,725,902	01	

\$ 2,478,518 45

HARRY BALDWIN, C.A.,

Treasurer.

GLADSTONE MURRAY,

General Manager.

## AUDITOR'S CERTIFICATE

I have examined the accounts of the Canadian Broadcasting Corporation for the fiscal year ended March 31, 1942, and have obtained all the information and explanations I have required. In my opinion, the above balance sheet is properly drawn up so as to exhibit a true and correct view of the state of the Corporation's affairs as at March 31, 1942, according to the best of my information and the explanations given to me, and as shown by the books of the Corporation.

WATSON SELLAR,

Auditor General.

## APPENDIX II

## CANADIAN BROADCASTING CORPORATION

INCOME AND EXPENDITURES FROM APRIL 1, 1941, TO  
MARCH 31, 1942

## INCOME

Licence Fees.....	3,485,331 92	
Commercial Broadcasting.....	1,057,664 31	
Miscellaneous .....	19,043 90	
	<hr/>	4,562,040 13

## EXPENDITURES

Programs .....	2,074,469 19	
Transmission Network (Wire Lines).....	742,123 44	
Engineering .....	707,080 10	
Administration .....	165,753 61	
Commercial Department .....	94,139 42	
Press and Information.....	65,069 66	
Interest on Loans.....	24,501 99	
Depreciation—		
5% on Buildings .....	37,209 64	
10% on Equipment, etc. ....	352,371 72	
	<hr/>	389,581 36
		<hr/>
Net Operating Surplus.....		\$ 299,321 36
		<hr/>

HARRY BALDWIN, C.A.,  
*Treasurer.*

GLADSTONE MURRAY,  
*General Manager.*

Victoria Building, Ottawa,  
September 9, 1942.









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Government  
Publications

ANNUAL REPORT

OF THE

CANADIAN BROADCASTING  
CORPORATION

FOR THE FISCAL YEAR ENDED MARCH 31, 1943

OTTAWA  
EDMOND CLOUTIER  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1041



CAT 80  
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1944





January 3, 1944.

Major-General The Hon. L. R. LaFLÈCHE, D.S.O.,  
Minister of National War Services,  
Ottawa, Ontario.

SIR,—In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, I have the honour to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended the 31st of March, 1943.

I have the honour to be,

Sir,

Yours faithfully,

RENÉ MORIN,  
*Chairman, Board of Governors.*

## BOARD OF GOVERNORS

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RENÉ MORIN, Montreal (Chairman)

N. L. NATHANSON, Toronto (Vice-Chairman)

Mrs. NELLIE McCLUNG, Victoria  
(term expired November 1, 1942)

J. WILFRID GODFREY, K.C., Halifax

The Very Rev. W. EASTLAND FULLER, Saskatoon

Dean ADRIEN POULIOT, Quebec

The Rev. JAMES SUTHERLAND THOMSON, D.D., Saskatoon  
(term expired November 1, 1942)

R. ROWE HOLLAND, Vancouver

E. H. CHARLESON, Ottawa  
(appointed May 1, 1942)

HOWARD B. CHASE, Montreal  
(appointed March 16, 1943)

Mrs. T. W. (MARY) SUTHERLAND, Revelstoke  
(appointed March 19, 1943)

## CANADIAN BROADCASTING CORPORATION ANNUAL REPORT 1942-1943

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This is the annual report of the Canadian Broadcasting Corporation for the fiscal year, April 1, 1942, to March 31, 1943.

On November 2, 1942, Dr. James S. Thomson, a member of the Board of Governors and president of the University of Saskatchewan, was appointed general manager of the Corporation, following the resignation of Major W. E. Gladstone Murray, who had held the position since the Corporation was established on November 2, 1936. Major Murray was appointed to a new post in the Corporation, that of director-general of broadcasting; he resigned from that appointment at the end of the fiscal year.

During the year under review, the Corporation directed its main efforts towards the winning of the war and the peace to follow by broadcasting programs which would inform, inspire, educate and encourage the people of Canada in the great task at hand. Nor was the fact lost sight of that people needed some programs to bring gaiety and relaxation into their homes to relieve the tension of life in a war-torn world.

A glance at a list of outstanding broadcasts carried by the CBC networks during the year seems like a parade of world leaders from every section of life—kings, prime ministers, presidents, archbishops, ambassadors and diplomats, government ministers and party leaders, composers, poets and authors, labour leaders and agriculturists, actors and comedians, prominent names in the news, men and women of the United Nations' armed forces, field marshals and privates.

People all across the Dominion were, through the medium of radio, "eye-witnesses" to the pontifical high mass at the Montreal Tercentenary, the running of the King's Plate at the Woodbine Track in Toronto, the first performance in this hemisphere of Shostakovich's Seventh Symphony, the Remembrance Day celebration at the National War Memorial in Ottawa, the opening of the Alaska Highway, the farewell address to the Indian people by Sir Stafford Cripps, the address by Queen Wilhelmina before Congress in Washington, the return to Montreal of seventeen Canadian soldiers who took part in the Dieppe raid, the speech by Field Marshal Smuts to Britain's Parliament, Wendell Willkie's appearance in Toronto's Maple Leaf Gardens at the Canadian Aid to Russia rally, a Thanksgiving party given by American troops to 200 British "blitz orphans", the King's Christmas message to the Empire, a ceremony in Algiers where General Giraud spoke.

The list could go on almost indefinitely, for every day of the year there is something going on in the world, someone saying, singing, performing, discussing, doing something that the people of Canada want to hear and need to hear if Canada is to play her full part in bringing victory and peace. To this task, the men and women of the CBC have devoted their best efforts.

### BOARD OF GOVERNORS

During the year under review, Mr. René Morin, of Montreal, was re-appointed Chairman of the Board for a period of three years from November 2, 1942. Mr. E. H. Charleson of Ottawa was appointed May 1, 1942, for the period ending November 1, 1943. Mr. Howard B. Chase of Montreal and Mrs. T. W. (Mary) Sutherland of Revelstoke were appointed March 16, 1943,

and March 19, 1943, respectively, for the period ending November 1, 1945. Mrs. Nellie McClung of Victoria, B.C., resigned, to take effect on the expiration of her term which ended November 1, 1942. Dr. James S. Thomson's term expired on the same date.

### PROGRAM DIVISION

The most important thing in all broadcasting, indeed it is the final test to which all organization must be subservient, is what comes through the receiving set into the Canadian home.

In arranging programs a wide diversity of tastes and interests must be encountered. The listening public must be met on a variety of levels, and an endeavour made to strike some kind of happy balance between them. One difficulty in broadcasting is the fact that programs are continually provided for a great unseen audience from whom there is no immediate verbal or audible response. Surveys help to a certain extent, but even they fail largely to take account of an important section of the audience who benefit more than any others from radio—namely, those who live in remote areas and to whom radio brings in the wider world.

At the present time, like every other instrument of public information, the demands of war must have priority. Radio is now regarded as having an important function and responsibility for directing the public mind, and along with the press, must be continually sensitive to the changing needs of the changing hour. In relation to the war the CBC has a two-fold duty; first, that of seeking to support the tremendous enterprise to which the nation is committed, by providing information and stimulating the public mind, and second, hardly less important, that of giving to listening people some kind of leisure from the tensions and pre-occupation of war. These two somewhat divergent aims need not in the last resort be contradictory.

Program planning—with few serious exceptions (dealt with in other parts of this report)—remains largely a day to day activity and will probably so continue until sometime after the war. The trend toward regional networks serving specific regions of our country continues, though at a somewhat slower tempo than at the beginning of the war, when regional service of the news, farm broadcasts, school broadcasts, etc., was being created as rapidly as possible.

Wartime tasks have become, and are becoming more so every day, too great a burden for one network to carry. Two years ago the theory of a second or alternative coast-to-coast network was the subject of a report by the commercial and program divisions, and since that time the project has slowly moved forward. It is at the present time the subject of active investigation and discussion, and there are already on the air programs which are fed to the alternative network facilities. It is hoped that the next year will see considerable expansion.

### News

Of first importance in present day programs is the provision of news. The best instrument of public information is information itself. The public now turn eagerly to the radio for news, particularly about the changing aspects of the war. At best, CBC news bulletins can only be summaries, but in their preparation and broadcasting it is necessary to bring a sense of great responsibility with high standards of integrity, and an appreciation of proper values.

CBC news is derived from three sources. The two main sources are: The Canadian Press and British United Press despatches. A third, somewhat subsidiary, but not unimportant, source of news is the CBC listening post, at Ottawa, where from time to time through monitoring foreign broadcasts, news of an unusual and sometimes of an important character is picked up.



Newsrooms are established at Halifax, Montreal, Toronto, Winnipeg and Vancouver. The main central newsroom, so far as English news is concerned, is situated in Toronto, whereas the main centre for French news is located in the city of Montreal. Bulletins consist of three main types. First, there is the national news summary at 10.00 p.m., EDT, both in English and in French, which are broadcast across both networks. This is a national feature which commands the widest interest and has a very extensive listening audience. For the Prairie and Pacific regions there is a later national bulletin from 1.00 to 1.15 a.m. EDT. Second, there is regional news which endeavours to combine news of national and international interest with items of particular relevance to the region in which it is given. Then from time to time throughout the day there are short three or five-minute bulletins which keep the listener up-to-date with the latest information. In addition to these news broadcasts provided by the Canadian Broadcasting Corporation, there are those of the BBC daily, both in English and in French.

Very precise instructions have been laid down to guide the news staff in the preparation of news bulletins. Of first concern is accuracy and authenticity. All items of a sensational or scandalous character are carefully excluded. Such items as crime, divorces, or items that have, in the main, a merely sensational interest are not broadcast.

Along with the writing of news, which has always to be done for a listening rather than a reading audience, the manner in which the news is read by the announcer is regarded as of prime importance. Anything in the nature of the exciting or the emotional is avoided. Men possessed of clear Canadian voices with a distinctly masculine quality are selected, who, in their diction, are calculated to command the attention and interest of the average listener.

The general pattern of news broadcasting remains unchanged and the principal responsibility of the news service continues to be the preparation of news bulletins that are objective and strictly factual in their treatment of the news. The news service, like other divisions, faces a serious problem in the loss of trained staff to the armed services. So far, competent replacements have been secured, and in Vancouver there is a completely new staff. Several replacements have also been secured for the staff of the central newsroom.

The formula for the national news summary at 10.00 p.m. EDT has been modified recently to include a greater percentage of provincial Canadian news. It is felt that the interests of the listener would be best served by reviewing the international news of the day in broad outline, rather than repeating in detail news that had already been broadcast or published in the papers. By presenting the war news more crisply, time is made available for carrying a larger amount of Canadian news, and this, it is felt, should properly be a function of the national news summary.

In the field of war news, the staff has been warned that when important news breaks, such news should be handled very carefully and factually, without "build-up". The announcing of such news must also show similar restraint. In news style in radio, it is desirable to follow a conversational rather than a literary form.

Surveys show a fairly consistent improvement in the ratings for CBC news bulletins in the different regions.

Mention must also be made of the service of overseas news letters for the troops, that are prepared by the CBC news staff, cabled to Britain, and broadcast on the BBC Forces Service.

News for school children prepared each Friday for the CBC national school broadcast is a new development of the present season. These news bulletins for children, written in simple and direct style, have been well received, but they are still in an experimental stage. By limiting the bulletins to one or two main topics, effectiveness and interest have been much increased. They are not so

much a weekly news commentary as a presentation of the significant news of the week with sufficient background material used to relate the news' story completely to its context.

### *Overseas Unit*

John M. Kamawin took over direction of the CBC overseas unit from Rooney Pelletier in November, 1942. Mr. Kamawin has been engaged generally in improving the output of programs about Canadians in Britain. These are sent back to this country by BBC shortwave transmission. He has also been active in improving the program service for Canadian soldiers in Britain, broadcast on the BBC Forces Service in the United Kingdom.

The main program for Canadian troops in Britain—in addition to the hockey and the news broadcasts which are considered to be the most popular—is "Canadian Calendar" which has undergone major revisions. New adjustments include the insertion of choice high-lights from all the "Neighbourly News" broadcasts presented by the Corporation in various regions in Canada. There is a feature which might best be described as "Voices from Home". Many Canadian troops have now been absent from their native land for upwards of two years. They have been living a completely new kind of life amidst strange surroundings and against an unfamiliar background. These broadcasts, given by people from many parts of Canada, it is hoped will keep the recollections of their homeland bright and give them a certain knowledge of contemporary developments here. Any aspect of nostalgia is carefully avoided.

Since the beginning of last October personal messages from troops overseas—before that date, one of the major jobs of the overseas unit—have been eliminated, except when such messages may be incidental to the appearance of a member of one of the three services in a general forces program. Reasons for this step need not be reviewed here; they were the subject of full policy statements by the Corporation at the time and were given wide publicity both in the press and by radio.

### *Talks*

The talks department activities during the past year have included a wide range of broadcasts from the point of view of public service and contemporary interest. These might be divided into news commentaries, discussion clubs and forums, series of talks on subjects of national and regional interest, including dramatized series, individual talks by personalities in the news, women's talks and regional women commentators' broadcasts.

The public wants not only news, but is eager to have some kind of interpretation provided for the changing scene that confronts Canadian citizens in a time of war. News pours in from all quarters and it is difficult for people to see anything like the entire picture of the events through which they are passing. Both in French and in English, CBC commentators endeavour to summarize the main significance of the day's events and to place the emphasis where it ought to lie. Then at the week-end, particularly on Sundays, there is a very large listening audience for special week-end commentators. In this matter, a larger amount of time is at the disposal of the interpreter. It is of the very essence of such news commenting that there should be freedom and discretion allowed to the commentator. So long as he exercises this liberty with a proper sense of responsibility, he should be allowed to express what he judges to be the most important phases of the widespread fields of operation. Different commentators attract different types of audience, but there is every reason to believe that these week-end broadcasts have made a fine contribution to a public understanding of the great issues involved in the war struggle.

News commentaries have included "Weekend Review" with Watson Thomson from Winnipeg, Percy Phillip from Ottawa and H. L. Stewart from Halifax; the regular CBC daily commentators, Willson Woodside and Grattan

O'Leary, with George Ferguson of the *Winnipeg Free Press* and occasionally Elmore Philpot of the *Vancouver Sun*; "Washington Commentary" with James F. Minifie and Raymond Gram Swing; and various BBC and Canadian commentators, direct from London.

#### ***Co-operation with Government Departments***

The Corporation has continued to fulfil its public obligations by bringing information to listeners about the vast range of activities in which Canada is now engaged, particularly those connected with the war effort. The various departments and agencies of the government have been co-operated with in bringing to the people the emergent needs in a changing war situation. The National War Finance Committee has utilized CBC facilities to the full in urging their appeals for subscriptions to the various victory loans that have been floated from time to time. The armed services have all secured places to publicize the activities in which they are engaged. The Wartime Prices and Trade Board has regular feature programs and recognizes the value of radio as a medium for giving the public educative information concerning its important responsibilities in the economic theatre of operation. The CBC is in constant touch with the Wartime Information Board, and through liaison officers is made aware of the policies adopted from time to time. On the other hand, the Wartime Information Board has recognized the position of the Corporation under the Broadcasting Act as having both responsibility and authority not only over its own programs but over all the programs broadcast on private stations. The CBC has co-operated with the board by becoming a co-ordinating body for the various appeals and programs which different departments and activities of government seek to bring before the public mind.

From time to time the Corporation has the opportunity to give the listening public the chance to hear outstanding speakers who make pronouncements of international importance. Not only are facilities provided for responsible ministers to make public pronouncements on national policy, but party leaders other than those belonging to the government have been invited to speak from time to time over the national network. Immediately after his election as the new leader of the Progressive Conservative party, Mr. John Bracken accepted an invitation to address the Canadian public over the entire network, and arrangements were made to give a simultaneous broadcast of his address over the French network. At a later date, Mr. M. J. Coldwell accepted a similar invitation to present his point of view. It is hoped that in future this valuable public service may be extended to give the Canadian people an opportunity to listen to addresses from other political leaders.

#### ***Discussion Clubs and Forums***

In the field of discussion clubs and forums, the CBC Discussion Club originated from cities across Canada and dealt with the general topic of Canadian unity. The Discussion Club broadcasts ended in February and were followed by a new forum on post-war reconstruction, entitled "Of Things to Come". The National Labour Forum's first series dealt with "Labour Policy and the Worker", then a dramatized series on "Health and Production", from the worker's point of view, followed by weekly programs done in co-operation with the trade union congresses in Canada.

Talks to the national network on various subjects included: "Books and Shows" by John Coulter, from Toronto; regional book reviews by G. G. Sedgewick in the British Columbia region; "The World of Music" by Fraser Macdonald from Toronto, humorous and travel talks by Kerry Wood, the out-door philosopher, from Calgary; and "Warnings from Wardle" from Winnipeg. Also special broadcasts such as "What Keeps Us Apart" by l'Abbé Arthur Maheux; broadcasts furthering the war effort, such as "As a Matter of Fact" which was under the auspices of the Department of Public Information,



Victory Loan Talks during October, and Red Cross broadcasts in March; talks on psychology by Sadhu Singh Dharni, from Montreal.

Individual talks by personalities in the news include special talks by speakers of national importance, e.g. "Guest of Honour" series, followed by the series "Our Special Speaker", in which the Hon. Angus L. Macdonald, L. W. Brockington, Professor J. W. Needham, Sir Bernard Pares, and L. B. Unwin spoke; "In the News" which featured speakers of current interest such as Adjutant Borjhy, an escaped Belgian; the late Dr. R. J. Manion, on A.R.P.; Brig.-Gen. James A. O'Connor, U.S. Army, on the Alaska Highway. Outstanding rebroadcasts included "Freedom Forum" (BBC) with Sir William Beveridge; President Roosevelt (NBC); Madame Chiang Kai-Shek (NBC); Rev. Armand Sabourin, which was rebroadcast in English and French; and speakers to the Canadian Club, such as Beardsley Ruml.

### ***Women's Programs***

The objective of CBC talks on women's interests is an informed opinion throughout Canada on all problems of the war and the peace as they affect Canadian women in the home, in the community, in industry and on active service. Series were presented by experts on child guidance, citizenship, health in the home, consumer information, home recreation, women war workers in Canada and in other countries.

There have been regional talks, as well as Homemakers' programs, in British Columbia, the Prairies and central Ontario, while four regional commentators have presented daily programs over CBA, CBL, CBK, and CBR.

Owing to the popularity of subjects arising from the war, such as science and nutrition, it was decided that the talks department should dramatize subjects of this nature. Coincident with the government nutrition campaign but originated by the CBC department of women's interests and developed into radio form under the direction of the Ontario regional representative, the CBC nutrition show "The Hidden Enemy", a dramatized feature, was presented weekly for 14 occasions followed by a similar series, titled "For Men Only", on conservation of wearing apparel and household equipment.

In addition to nutrition the talks department presented "Science in the News", a dramatized series from Winnipeg written by Dyson Carter. "Science at War", a series presenting various speakers arranged in co-operation with McGill University, dealt with the research being done by Canadian universities in wartime.

### ***Farm Broadcasts***

Flexibility in the farm broadcast structure has made it possible to provide a regular broadcast service to meet the changing needs for information in rural Canada. The daily noon farm broadcasts in each region carry more and more material explaining wartime regulations affecting food production. The mere reporting of regulations has reduced time devoted to discussions of the more scientific ways to produce food. As a result, special programs have been scheduled from time to time which deal specifically with better production practices aimed at producing more food. The "More Eggs for Britain" series carried in February and March in Ontario, the Prairies and B.C. is an example.

"More Eggs for Britain" might be called an emergency series since it resulted from the fear that Canada would not be able to meet her 1943 egg contracts with Britain unless egg production was stimulated. It was thought that better poultry management would produce one desired result and that radio was the proper medium through which to bring powerful pressure immediately. Provincial poultry committees or their equivalents co-operated in publicizing the broadcasts among poultrymen. With assured listening audiences, panels of experts were brought to the microphone to discuss the best methods of increasing egg production. All areas covered by these broadcasts indicated that interest was keen.

National Farm Radio Forum has completed its third year of regular weekly broadcasts, with the last two years on a national basis. In spite of almost impassable road conditions in rural Canada during the winter of 1942-43 a relatively high number of listening groups participated. Rural listeners in such groups number 17,000, with the individual rural and urban listeners running into the many hundreds of thousands. During the last season these broadcasts were geared closely to the agricultural problems arising out of wartime production. Farmers, agricultural price control authorities, and farm organization officials took part in the broadcasts.

In recognition of the work being done by National Farm Radio Forum, the National Film Board in February made a film entitled "The Farmer's Forum", dealing with the whole radio technique of the forums. This film was circulated throughout rural Canada, where it was viewed by 400,000 farm people.

### ***Religious and Institutional Broadcasts***

In the field of religious broadcasts, the Sunday network half-hour series, "Religious Period" and "Church of the Air", continued with representative clergy speaking from various points of the country. These broadcasts originated not only in the main CBC production points but speakers were also heard from other centres such as Edmonton, Calgary, Regina, Saskatoon, Saint John, Fredericton, and Moncton. In this way a wider range of speakers is obtained and better representation given to the clergy in various parts of the country.

The week-day series "Morning Devotions", a fifteen minute period of daily worship, continued as local broadcasts in each region. This series is arranged in co-operation with local committees of clergy. During the winter, "Dramas from the Bible" was presented from Toronto on Sunday mornings for eastern and western listeners. This series was designed to tell something of the story of the Bible and particularly of the life of Christ. The series was presented with the co-operation of the National Religious Advisory Council and ran from November to Easter Sunday.

A special Christmas message by the Rt. Rev. William Temple, D.D., Archbishop of Canterbury, was broadcast in "Church of the Air" series, Sunday, December 21, 1942.

In the field of institutional broadcasts, network time was provided both for domestic and war charities and for organizations devoted to the communal good of the country. Appeals such as those for the Salvation Army Home Front Fund, Community Chest campaign, National Victory Loan, Red Cross campaign and like organizations were handled on a national basis. The range of institutional broadcasts covers service club speakers, reports of national movements, and celebrations of national organizations, such as Boy Scout Week. There were local announcements for charitable organizations; broadcasts in aid of government campaigns, the celebration of national holidays and exchange programs for American networks on American festivals such as Washington's birthday. There was also an increase in programs designed to celebrate the festival days of our allies, and special broadcasts have commemorated the national holidays of Norway, Poland, Czechoslovakia, Yugoslavia and others. The anniversaries of the present war have also been represented. These include the invasions of Poland and Russia, and the celebration of the twenty-fifth anniversary of the Soviet Constitution.

### ***School Broadcasts***

The present season was marked by the inauguration of the first national school broadcast series sponsored by the nine provincial departments of education. Under the title "Heroes of Canada", this was designed to present the story of some of the lesser-known Canadians who had done much in the pioneer development of this country. Included were such pioneers as: Sara Maclure, Telegraphist; Richard Uniacke, Dreamer of Union; Jeanne Mance, Pioneer



Nurse of North America; Samuel Lacombe, the "John Bull" of The West; Angus Mackay, Protector of Wheat; Sir Brook Watson, the "Dick Williamson" of the Marines; Frank Oliver, A Pushing, Fighting Westerner; David Stewart, Fighter Against Disease; Augustus Schubert, The Boy Pioneer. Coupled with this was a series of four feature presentations by the CBC under the title "Canadian Horizons" in which significant events in national life were depicted covering "Birth of a Dominion", "Douglas Fir, Lord of the Forest", a story of co-operatives under the title "Together We Stand", and "Spring Salmon, the King of Fish".

A significant event of these Friday school broadcasts was the first presentation of a weekly news commentary for schools in which the news story of the week was highlighted and developed with background material. This was produced by the CBC national news service.

Regional school broadcasts across the country continued in British Columbia, the Prairies and Nova Scotia. Radio-College as an educational series on the French network in Quebec concluded its second year.

The growing importance of educational radio is seen in the increased responsibilities that are being laid upon it. The growing use of broadcasts in class rooms and radio's definite responsibility in days when the teaching profession is being hard hit by the demands of military service with the consequent lowering of teaching standards, indicate the interest shown in this new medium by Canadian educationalists.

### **Feature Broadcasts**

In the field of feature broadcasts, "Our Canada" was broadly designed to stimulate a greater love of country. It was presented on Sunday evenings, from November to January, and ran 45 minutes on each occasion. By means of recorded sequences made during the previous summer, as well as by live talent and music, the story of Canada was unfolded from its beginnings to its present-day industrial strength. The programs in this series were: The People, The Land, The Faith that Men Brought With Them, Bread, Bonds of Steel, In the Air, Out of the Earth, Young Giants (Canadian industries), The Arts Grow Up, But the Greatest of These, Communications, Government by the People, Music for Radio. The scripts were written by Gerald Nexon, production was under the direction of Mavor Moore, with original music by John Weinzwieg, conducted by Samuel Hersenhoren.

The Friday night series "Comrades in Arms" was designed to depict the work and life of the three armed forces. The scripts were prepared by public relations officers of the navy, army and air force, Sub-Lieut. Gordon Burwash, Major Dick Diespecker, Lieut. D. R. Baird, Flying Officer A. A. McDermott and A.C.2 Fletcher Markle. Original music was written by Howard Cable and conducted by Samuel Hersenhoren. The production was under the direction of J. Frank Willis, supervisor of feature broadcasts, with a cast of service personnel.

The series "Mr. Churchill of England" ran for four consecutive Wednesday evenings. These were half-hour programs adapted for radio by John Coulter, Irish-Canadian playwright and author, from his original play. The series was designed to tell something of the story of Mr. Churchill's life and revolved around the development of his thesis that the Nazi doctrine would lead to war and that Britain should prepare. The music was by Godfrey Ridout, with the production under the direction of J. Frank Willis.

On Red Army Day, February 23rd, a special salute to the Red Army was designed and presented from CBC Toronto studios.

The anniversary of the famous Ukrainian poet and patriot, Taras Shevchenko, fell on March 9th and his importance, coupled with the prominence of the Ukraine in the fighting of that date, was summed up in a radio tribute, the music being supplied by the Ukrainian Choir of Toronto.

The opening of the Alaska Highway focused attention on an outstanding radio job where difficult climatic conditions were mastered. Listeners on the North American continent were given an eye-witness picture of the opening of this highway somewhere between Edmonton and Alaska in the middle of a northern winter, late in November. A dramatized feature on the highway was also presented shortly after from Edmonton and the supervisor of feature broadcasts gave a talk on the highway under the title "Up the Road a Piece". This talk was so successful that a large number of requests for copies were filled.

### Music

During the summer of 1942, as in past years, the concerts by the Promenade Symphony Orchestra from Toronto, and Les Concerts du Chalet from Montreal were broadcast, while during the winter season the Toronto Symphony Orchestra and Les Concerts Symphoniques de Montréal were broadcast on Tuesdays to the alternative network. Four programs by the Vancouver Symphony Orchestra, under guest conductors, and concerts by the CBR (Vancouver) Symphony Orchestra were also broadcast. In the early spring of 1942 concerts under the auspices of the "Montreal Festivals" and also the "Gala du Printemps" were broadcast nationally.

The CBC Concert Hour was heard weekly every Thursday from November 5th. The programs originated in Toronto and Montreal and were broadcast to the National Network. Outstanding conductors and soloists or special musical works were featured in this series. A few conductors were Sir Ernest MacMillan, Ettore Mazzoleni, Samuel Hersenhoren, Cesar Borre, J. J. Gagnier and J. M. Beaudet. Soloists were Kathleen Parlow, Orrea Pernel, Noël Brunet, violinists, the two-piano team of Maleohn and Godden, and prominent singers. Canadian composers were also given an opportunity to hear their own works in this series. A few programs were devoted to Canadian compositions only. Some of the composers represented were: John Weinzwieg, Barbara Pentland, Claude Champagne, Georges Emile Tanguay, Robert Farnon, Arthur Benjamin, Healey Willan, Alexander Brott, Godfrey Ridout, Allard de Ridder.

On Christmas Day there was a special performance of Handel's "Messiah" given by the Mendelssohn Choir and orchestra members from the Toronto Symphony Orchestra under the direction of Sir Ernest MacMillan. This was carried on the full network and part of the performance was also released in the United States by the Mutual Broadcasting System. As a result of a number of Christmas Day presentations the "Messiah" is rapidly becoming part of the CBC tradition for this day. Another musical feature of the Christmas season was the performance from Montreal of Parts I and II of Liszt's oratorio "Christus" under the direction of J. M. Beaudet.

The CBC String Orchestra, conducted by Alexander Chuhaldin, was heard Wednesday evenings with guest soloists. Lighter music was heard in "Serenade for Strings" from Montreal on Wednesdays. "Classics for To-day" from Vancouver to the Western network was outstanding among Western musical programs.

Sunday is a good day for serious music listeners, consequently the CBC has always maintained on Sunday a period for chamber music programs. A series of violin and piano sonatas by Pratz and Kushner was broadcast from Winnipeg. A cycle of Beethoven sonatas for 'cello and piano was given by Nelsova, Kolessa and Pratt. From Vancouver to the Western network only, a series of violin and piano recitals by Max and Leila Pirani was broadcast.

"Masterworks of the Pianoforte" has been a weekly presentation from Montreal to the French network since November 6, using such well-known concert pianists as Mary Munn, Paul de Marky, Ross Pratt, Ray Lev, Carl Friedberg and Paul Doyon.

Daily afternoon recitals by younger performers have been broadcast from each region.

A repeat performance of the opera "Transit Through Fire" specially commissioned by the CBC last year as the concluding Canadian number in the special series of British Ballad Operas, was given on March 7th from Toronto under the direction of Ettore Mazzoleni.

On March 14th a series of seven broadcasts began from Toronto of some Carl Philip Emmanuel Bach concertos. All of these were in manuscript, some had never been performed, and the CBC invited Mme. Wanda Landowska, world famous harpsichordist, to Canada for this series. Mme. Landowska is not only a world-famous harpsichordist but also an authority on ancient music—especially C. P. E. Bach, and she acted as consultant as well as performer. The orchestra was under the direction of Adolph Koldofsky. The distribution of the booklet which the CBC offered in connection with this series proved that it was as well received by the general public as by the so-called "long-haired" music lovers.

### **Drama**

Among the dramatic productions was the Russian series in September from Montreal to the National network. The plays produced were "The Three Sisters" by Anton Tchekov, "The Inspector-General" by Gogol, "The Cornerstones" by Eric Linklater, and "Redemption" by Leo Tolstoi. Included in a later drama series from Montreal were two more plays by Eric Linklater, "The Raft" and "Socrates Asks Why", the latter a sequel to "The Cornerstones".

Of equal importance was the Sunday evening series "Best Plays of 1942", broadcast to the National network in January and February. These were repeat performances of plays produced in the four regions, each one selected by the producer as being one of his best shows of last year. "The People" by Len Peterson was produced from Toronto by Sydney Brown, "He and She" by Fletcher Markle, and "Look at One of Those Faces" by Len Peterson, produced from Vancouver by Andrew Allan, "Tania" by Sydney Banks, produced from Winnipeg by Esse W. Ljungh, "If a Man Should Dream" by Mac Shoub and "The Exiles" by Bert Kalmar, produced from Montreal by Rupert Caplan.

A weekly series of plays was broadcast from Montreal to the National network each Tuesday from October to January, under the title "The Play of the Week". Plays by five Canadians, two Americans, and one British writer were included.

Another drama series broadcast to the National network originated in Vancouver. Beginning in August, there was presented "Baker's Dozen" a thirteen-week series of highly successful half-hour plays by Fletcher Markle. This was followed by "Pacific Playhouse" from November to January, a series of half-hour plays by different authors, all Canadians but one.

Two regional drama spots were maintained without interruption, one from Vancouver, one from Winnipeg. From Winnipeg 26 half-hour dramas were produced between September and February, all but two by Canadian authors. From Vancouver to the Western network was broadcast each Friday from August to November a dramatization of Robert Louis Stevenson's novels "Kidnapped" and "Catriona" under the title "David Balfour".

One of the most successful dramatic programs carried by the CBC was the "Magic Carpet" series produced from Toronto by John Adaskin each Sunday afternoon from October to February and later continued on the Eastern network under the direction of Sydney Brown on Monday evenings. The scripts are adaptations by various authors of fairy tales and legends from the folk-lore of many lands. Special musical scores were written for these broadcasts and they have maintained a high standard of excellence.

From Toronto, broadcast to the alternative network, came the weekly half-hour serial, "Newbridge" by Alan Sullivan, produced by Kay Stevenson.



The volume of scripts submitted to and reviewed by the drama department has been large. Several very promising authors have been added to the list of regular submitters during the past six months.

#### ***Children's Broadcasts***

The children's department presented three series to the National network during 1942-43. "Just Mary", directed to the very young, ran from August through the following June. It is a fifteen-minute narration of fantasy, heard on Sundays.

The second was "The Children's Scrapbook", broadcast 12.30 to 1.00 p.m. EDT each Saturday. This program, opening in mid-October and closing last in June, is made up of dramatic history and biography, musical numbers, news, geographic and scientific information, and sheer nonsense.

The third series from this department is of a seasonal nature. It is presented during the two weeks preceding Christmas and Easter. In shape it is dramatic fantasy.

#### ***Discovery and Development of Canadian Talent***

Representations are made from time to time that one of CBC's functions is to discover and develop Canadian talent. The future progress of Canadian life depends not only on industrial and economic development. Opportunities for the appearance of Canadian artists and the encouragement of indigenous talent must be provided. Along with this a high standard of excellence must be maintained, particularly if a worthy appearance alongside the enormous artistic resources of the American networks is to be made. For this purpose it is necessary to have groups of professional musicians at relatively few centres in fairly constant employment. If the amount of employment is spread too thinly over the whole of Canada only a very mediocre result all round may be produced. Nevertheless no young artist in Canada worthy of a national appearance is denied an opportunity. At the present time, under special direction of the Board of Governors, special audition boards will travel throughout western Canada to give a hearing for young artists of merit. It should be said also that members of CBC staff, in so far as they are able, make regular journeys to different parts of the country to explore the artistic resources.

#### **FRENCH NETWORK SUMMARY**

It is not usually realized that the CBC has, in respect to the French network, the same problems, the same difficulties and the same requirements as for the English network. The same policy in everything as, for instance, in respect to the choice of speakers and to the acceptance of controversial broadcasts of any kind is followed for both. There is not one policy for the English network and another for the French network.

The CBC owns and operates four stations in the Province of Quebec; one, CBM in Montreal, is devoted to the broadcast of programs for the English-speaking population of the region. It is part of the English network.

CBF at Montreal serves the French-speaking population of the greatest part of the Province of Quebec and carries mostly French programs. It is the key station of the French network. CBV, at Quebec City, is part of the French network but also broadcasts a number of news bulletins in English. Arrangements have been made with a private station, CKCV, in Quebec City, to take care of a number of programs of the English network so as to better serve the English-speaking minority of that district. CBJ, at Chicoutimi, is the only station in the Lake St. John district. It is part of the French network but also carries news bulletins in English. To these last three stations are added during

certain periods of the day, privately-owned stations at New Carlisle (CHNC), Rimouski (CJBR), Ste. Anne de la Pocatière (CKGB), Hull (CKCH), and occasionally Sherbrooke (CHLT). This entire group of nine stations constitute the French network.

During the last twelve months, very close relations have been maintained between the French and National networks in respect to program policy. On more than one occasion complete co-ordination has prevailed. Two outstanding examples are the series of talks by l'abbé Maheux and the discussion on post-war problems. This well-known historian and broadminded Canadian accepted an invitation to give a series of 23 talks on the French network, entitled "Pourquoi Sommes-nous Divisés?" These were arranged for the specific purpose of giving French Canada a broad interpretation of some of our most difficult national problems. They tended to prove that there are no fundamental reasons why English and French-speaking citizens should be separated in thought and action towards building up Canada as a great nation. These talks were indeed so effective that l'abbé Maheux was invited to repeat them in English on the National network. There is every reason to believe they have been a great contribution to Canadian unity.

### **War Problems**

When it was decided to discuss post-war problems on the National network, it was also agreed that the same topics should be discussed on both the National and French networks simultaneously. The method followed on the French network was slightly different to that adopted for the English network, but the aim and purpose were the same in both cases. The series opened by an interview with representatives of a number of youth organizations who expressed their views and even their anxiety in respect to the future. It closed with a similar group of young people who gave their reaction to what they had heard from the highly-qualified people who participated in those broadcasts. The population of Quebec had an opportunity to hear the opinions of highly-qualified people dealing with questions of national importance, which will call for important decisions on the part of all those interested in public life, as soon as the war is over.

A survey of programs carried on the Quebec region network reveals an emphasis on the war effort and Canadian unity, which in itself is an endeavour to help Canada win the war. Not only did the CBC produce programs intended to bring the reality of war into every home, but it carried many programs and spot announcements for various federal government organizations. The war situation, in its various forms and ramifications, was introduced into commercial programs. One program deserves special mention, that is, "La Fiancée du Commando", a fifteen-minute broadcast three times a week. It is the story of two young French-Canadian soldiers who were deliberately left behind during a commando raid and took refuge in a farm in Brittany.

On the day the American troops invaded Africa, the Wartime Information Board and the CBC made arrangements during the night to bring to the microphone five prominent French-Canadians: Hon. Louis St. Laurent, Hon. Adolphe Godbout, Hon. Ernest Bertrand, Maj.-Gen. Georges Vanier and Hon. Alphonse Fournier. At 3.20 in the morning, they spoke from Montreal, Quebec and Ottawa to the people of France through the medium of an American shortwave station. A few days later the recording of General Vanier's talk was introduced in "La Fiancée du Commando".

During the Victory Loan campaign amongst other outstanding programs, a concert was produced in co-operation with the Metropolitan Opera in which appeared Edward Johnson, Ezio Pinza, Wilfrid Pelletier, etc., who all spoke or sang in the French language. This achievement was made possible, through the



generosity of the director and the artists of the Metropolitan Opera Company who offered their services free. Although this program was probably one of the most striking of the year, many others were produced either with local artists or with the help of the best artists of France from the theatre and the cinema.

### ***Broadcasts from Overseas***

Each week the French network has carried programs produced in London by the French section of our overseas unit. Almost every one of these had something to do with Canadian armed forces in Great Britain.

Except for a certain period during which the CBC was prevented from doing so, for reasons absolutely beyond its control, a daily news bulletin in French from the BBC has been broadcast. This bulletin has been prepared and read by French-Canadian editors and announcers engaged for that purpose by the BBC. Arrangements are being made to make this daily broadcast even more interesting and efficient than it has been in the past.

News bulletin broadcasts on the French network are identical with those on the English network. As a matter of fact, two English news bulletins a day and the BBC news at 6.45 are carried directly on the French network in English. News editors select and rewrite in French, news released by the news agencies, but they are governed by the same regulations as English news writers, and they are under the authority of the same chief news editor.

### ***Original Compositions and New Talent Encouraged***

On the French network during the year, 29 newly-composed musical scores were produced. This, of course, does not include musical arrangements, some of which are really compositions, as, for instance, those of Hector Gratton who has provided beautiful music based on French-Canadian folklore.

New talent was used last year on the French network, included: 27 musical composers; 40 singers; 4 choirs; 6 musical groups; 21 soloist musicians; 21 actors; 18 authors. This means that 106 Canadians and 10 musical "units" were given the opportunity to broadcast for the first time from CBC French network studios during the last 12 months. They were either selected in auditions or discovered by the CBC staff at concerts throughout the province.

These figures do not include 66 young men who competed in an art course competition, "Collège au Micro", and 31 well-known experts who participated in "S.V.P.", our own "Information Please" program. In this search for new talent, one of the difficulties is to find young people who are really qualified for nation-wide radio.

A prominent place is reserved in the French network schedule for programs pertaining to Canada's war effort, newscasts, sketches, special events (like an R.C.A.F. wings parade), Victory Loan and Red Cross campaigns, and addresses by representatives of the Canadian government and the allied nations. Besides such notable figures as Prime Minister Churchill, President Roosevelt, and Mrs. Roosevelt, other speakers from the allied nations have included Auguste Balthazar, Belgian minister of labour in London, Commandant Gabriel Bonneau and Henri de Kerillis of the Free French, Dr. Shen Shi Tan of the International Labour Office and Prime Minister Pierre Dupong of Luxembourg.

Special reference might be made here to a series of interesting and extremely patriotic messages delivered by Major the Rev. Armand Sabourin who was decorated for his services at Dieppe.

"Le Catholique Devant La Guerre" (Catholics and the War), with prominent speakers including Cardinal Villeneuve, Prime Minister Godbout, Mgr. Alexandre Vaehon, Hon. Justice Thibaudeau Rinfret, and the French philosopher Jacques Maritain were heard Sunday nights.

Programs have also been organized for the benefit of soldiers. All the personnel of "Tambour Battant" pay a weekly visit, in good weather and bad, to the different military camps, such as Sorel, Joliette, Longueuil, from which points the program is broadcast.

Careful attention is given programs prepared overseas such as "En Plein Vol", "Jean-Baptiste", etc., and to all programs sponsored by different government departments, i.e., "Notre Canada", "Frères d'Équipage", and "La France du Commando".

### **Radio-Collège**

An important contribution to education put on the French network some two years ago is Radio-Collège. Three hours weekly were set aside for this feature, together with one hour on Sundays during which classical literary masterpieces were broadcast.

"Nos Collèges au Micro" is a quiz program for students of secondary schools. Three pupils are chosen to represent each of two schools. The winners of each Sunday night's contest met in the semi-finals, and a trophy was awarded to the eventual winner. There is a program heard on Saturday nights for pupils of primary grades, which corresponds somewhat to the above.

Lovers of fine music listened to Tuesday night broadcasts of either Les Concerts Symphoniques de Montréal or the Toronto Symphony, the CBC Concert Hour on Thursdays, which presented outstanding artists in works of the great masters. "Serenade for Strings", with the excellent string group conducted by Jean Deslauriers (their 200th consecutive broadcast took place in December), and to the American contributions such as concerts of the NBC Symphony, the Boston Symphony, the Philadelphia Orchestra and the Metropolitan Opera.

An hour on Monday night was reserved for light opera, musical comedy and operettas. Lehar's "Merry Widow", Strauss' "Chocolate Soldier", Planquette's "Chimes of Normandy", "Blossom Time" and similar works of that type were featured. A special radio adaptation of the libretto of each of these operettas added considerably to the broadcasts. The première of "Philippino" by the Canadian composer, Oscar O'Brien, was presented in March.

In the dramatic field there was inaugurated last December a series of weekly presentations, "Le Théâtre Pour Tous". This series offered plays of popular appeal, with translations of English successes such as "Victoria Regina" and radio versions of film plays like "Seventh Heaven" and "Beau Geste".

"Je Me Souviens", a half-hour weekly program, gave an opportunity to all authors of French Canada to produce plays of Canadian flavour. Sketches by Félix Leclerc, Clément Marchand, well-known novelist and journalist, and the poet Roger Brien were heard. Two legends, "Imageries" by Cécile Chabot and "La Vengeance des Hommes de Bonne Volonté", by C. Bernard Aubry were also broadcast and subsequently won prizes in the Quebec educational department's drama contest. Hector Gratton, young Canadian composer, arranged and harmonized airs from Canadian folklore to provide the musical background for these plays. A series of "horror plays" was also given in the fall.

Special programs were also prepared to commemorate the centenary of Calixa Lavallée, composer of "O Canada".

Since November, "L'Heure Dominicale" has been re-adapted to a style eminently suited to radio and its programs are varied. They consist of sketches, sacred music concerts, interviews, actuality broadcasts (for instance, the first program of the new series was a visit to the Benedictine monastery of St. Benoît). On the second Sunday of the month, "L'Heure Dominicale" relays the High Mass from a selected church.

An important new development was the series on post-war reconstruction under the title "Opinions", which began in March, and the series "Mon Pays", a feature program corresponding to the "Our Canada" series which began in March.

## COMMERCIAL DIVISION

During the fiscal year under review, there was an increase of approximately six per cent in sponsored network programs originating in Canada. The National English network broadcast 709 hours of sponsored programs, English regional networks 605 hours and the alternative English network 87 hours. The French network broadcast 920 hours of sponsored programs. The proportion of commercial broadcasts was 14.8 per cent of all broadcasts during the year.

Approximately 39 per cent of the time allotted to commercial network programs was composed of sponsored originations from U.S. networks. The majority of these programs came from NBC, next CBS, followed by the Blue and Mutual networks. The "Metropolitan Opera" broadcasts, "Fibber McGee & Molly", "Lux Radio Theatre", "Charlie McCarthy", "Jack Benny", "Kraft Music Hall", "The Aldrich Family", "Waltz Time", "Album of Familiar Music" and many of the daytime serials were again rated among the preferred programs. Sixty-one per cent of all commercial network broadcasts were Canadian originations.

Among the many sponsored programs originating in Canada, the following English programs continue to hold high rating positions: "The Happy Gang", "N.H.L. Hockey" broadcasts each Saturday evening during the winter season, which were recorded for rebroadcast by BBC to the Canadian troops in England, the "John & Judy" series, "Penny's Diary", "Canadian Theatre of the Air", "Soldier's Wife" and the "Victory Parade", the latter broadcast each Monday and Friday from various armed forces camps and war industry centres for the entertainment of the personnel of the services and war industries.

Among the sponsored French programs produced under the aegis of the Quebec commercial division were "Vic de Famille", "Courrier-du-Jour", "Quelles Nouvelles", "La Pension Velder", "Jeunesse Dorée", "La Métairie Rancourt", "Tommy Duchesne" and many others which rated very high among French listeners.

Canadian script writers both English and French have been offered many opportunities to submit original material for sponsored programs and the response has been satisfactory considering the inroads made by the war and the availability of authors specializing in writing for radio.

All scripts and commercial continuity and material were carefully reviewed and, when necessary, changes were made in co-operation with the sponsors and their agents. Programs tending to portray the neglect of personal hygiene was excluded from networks and CBC-owned stations. The Corporation's simple but effective standard pertaining to the acceptance of sponsored programs was applied, i.e., "that all advertising matter and commercial announcements shall be of such a character that they can be freely introduced into a mixed company of adults and children as a subject of ordinary conversation". It is hoped that all privately-owned stations will adopt this standard.

Once more the Corporation wishes to indicate, through the medium of this report, its appreciation of sponsors' willingness to co-operate in assisting in the many campaigns conducted by various government departments and war charities on behalf of Canada's war effort. Announcements of importance were interpolated on all sponsored broadcasts for the Victory Loan, Red Cross, fuel conservation, salvage, and other campaigns. The Corporation itself turned over the facilities of its own stations without charge for all recruiting campaigns.

## PRESS AND INFORMATION SERVICE

It has been necessary to adjust publicity operations so that Canadian newspapers, both weeklies and dailies, which are already carrying a heavy burden of essential wartime information, should receive CBC publicity in a form best suited to meet these conditions. A considerable amount of information about CBC



programs has gone out in the form of individual news stories by mail and telegraph to press services and papers and this has proved an effective means of getting special news to the public.

The plastic stereo service to weeklies continues to be very successful. At least one stereo is released to a selected list of papers each week. The editor can lock these convenient plates, which are easily mailed, into his printing forms without the bother and expense of casting.

Among the magazines and papers carrying feature stories often with accompanying photographic illustrations are: "Broadcasting", "Canadian Broadcaster", "New World", "Radio Daily", "Variety", "NBC Transmitter", "Canadian Home and School Magazine", "Le Samedi", "Revue Populaire", "Le Film", "Radio-monde", "Saturday Night", "Montreal Standard", "Montreal Herald", "Toronto Daily Star". Articles dealing with radio and broadcast music were supplied to the Book of Knowledge and the Encyclopedia of Music.

Interest in "Neighbourly News" and "La Revue des Hebdomadaires" continues to be an important part of the CBC's rural press and public relations. These programs have resulted in a fine working agreement with the Canadian Weekly Newspapers' Association and have provided much valuable publicity of CBC activities in the weekly press.

Another valuable source of publicity has been through the microphone itself. Announcements are prepared dealing with forthcoming programs by the press and information service and inserted in many "spots" throughout the daily broadcasting schedule.

During the past year much public relations work has been done through contact with adult education groups, libraries, labour unions, farm organizations and representatives of American networks.

Co-operation with the branches of the Dominion government engaged in similar endeavour has been extended and plans have been laid for an extensive broadcasting project with the Wartime Information Board, the National Film Board and the Canadian Library Council.

Valuable contact work has been accomplished by the press and information service, especially in the Prairies and Pacific regions, in the arrangement of tours of CBC staff members. Speaking at service clubs and organizations throughout the provinces, these have done much to inspire public confidence in national radio. There has been considerable favourable press comment in this connection.

A useful contribution towards CBC and private station co-operation was the preparation and distribution by the CBC of coloured microphone tags to aid in the conservation of such irreplaceable equipment in wartime. This was but one part of a conservation campaign launched by the CBC and widely commented upon in the radio trade press.

#### **Publications**

The CBC issues printed weekly schedules, chiefly for use by the press and by radio stations, in Vancouver for the Pacific region, in Winnipeg for the Prairies, and from its offices in Toronto covering programs in English for Ontario, Quebec and the Maritimes. A separate schedule is issued in French from press and information offices in Montreal containing details of programs heard on the French network. A total of over two thousand copies is issued throughout Canada each week.

A monthly guide to educational and cultural programs is published each month during the ten months of the school term. Starting with an initial circulation of 3,000 this has grown with very little promotion, to over 6,500. Many letters received stress the value of this publication and it is expected that its importance will continue to grow. Copies are sent to a select list of teachers and educationalists as well as to libraries throughout the country.

Other publications prepared and distributed by press and information service have included 60,000 two-colour brochures giving the details of the fall,

winter and spring series of National Farm Radio Forum. These were sent out to farm organizations and to provincial forum secretaries in all parts of Canada. In addition to folders there have been periodic printed forum discussions, coloured posters and reports of progress prepared for the 20,000 farm people that make up the audience of National Farm Radio Forum.

Forty thousand leaflets were prepared to assist in a campaign to increase egg production and distributed through egg-grading stations in Ontario.

School broadcasts have greatly increased in scope during the past year with consequent increase of printed supplementary information. At the beginning of the school term, 25,000 teachers' manuals entitled "Young Canada Listens" were printed and distributed. This was a 32-page booklet containing details of the broadcasts, along with illustrations of many of the characters dealt with in the series.

"Music for Young Folk", a series of music appreciation broadcasts over an Ontario network, occasioned the preparation of a 16-page illustrated manual to supplement the broadcasts. Several publications marked the activities of the French school broadcasts "Radio-Collège", a booklet being released to French-speaking schools using the broadcasts presented on the French network.

Women's talks were publicized on two occasions with folders giving details of current series. These were issued in quantities of 10,000 each. An additional folder was also prepared giving details of the organization of listening circles to these talks.

Over 10,000 copies of the CBC Ideal Daily Diet Chart were distributed in response to requests and, in addition, 5,000 copies of a similar chart dealing with herbs and their uses. Both of these charts, together with a great deal of supplementary information, were included in the Vitamin Gardening booklet which was prepared and distributed later in the season. Over 30,000 copies of this 16-page booklet were distributed.

The feature series of the winter season, "Our Canada", was publicized by the release of 10,000 large three-coloured posters which were distributed through the railways, banks, I.O.D.E. and educational institutions. One hundred and ten thousand coloured school-book stickers were sent to secondary school students calling attention to the series. A series of Sunday morning broadcasts, "Dramas from the Bible", was publicized by 15,000 two-colour folders distributed through churches and religious organizations.

"Science in the News", carried an offer of an illustrated 12-page booklet prepared by press and information service.

National Labour Forum's activities were brought to the attention of labour union members by means of posters, folders and booklets distributed by the CBC. Cartoons were used in these publications and the illustrations were later supplied to labour papers.

To commemorate the series of celebrated harpsichord concerts presented over the CBC National network by Mme. Wanda Landowska, 7,500 souvenir booklets were prepared telling the details of the music and the circumstances of its presentation. Music centres across the Dominion entered into the distribution of these enthusiastically.

Ten thousand copies of a mythical country newspaper were distributed in conjunction with "Newbridge", a dramatic serial dealing with a small town "somewhere in Canada". Requests for copies of the "Newbridge Bugle", as it was called, were received from points as far distant as New Zealand.

The preparation of the BBC North American schedule for distribution in mimeographed form in Canada is a part of press and information service wartime activities.

In addition, many other broadcasts, particularly talks and discussions, were printed and distributed. These involved much individual work in preparation but represented considerable inefficiency of publication which the institution of a regular periodical would obviate.



Printed matter containing advance information on programs of special interest is distributed by mail to between 5,000 and 10,000 people. This mailing list includes names of members of the Dominion and provincial governments, lawyers, notaries, parish priests, educators, doctors, architects, business men and various other individuals.

In French-speaking Canada, the CBC released "*Pourquoi sommes-nous divisés*", by l'Abbé Arthur Maheux.

*Cinq Ans de Progres* (4,000) April, 1942. This booklet is much in demand. It corresponds to "Five Years of Achievement", in English.

*Tricentenaire de Montréal* (5,000) April, 1942. Postcard on programs commemorating Montreal tercentenary.

*Un Sujet d'Actualité Constante: La Radio*. Copy of a talk given on CBC activities by Léopold Houllé at the Cercle Universitaire and for other groups.

*Ici Radio-Canada* (6,000) June, 1942. This was in the form of a small newspaper.

*Ici Radio-Canada* (6,000) November, 1942. This folder contained a specialized listing of CBC programs grouped under different headings: Theatre, Music, Talks, News, etc.

*L'Heure Dominicale* (6,000) November, 1942. A postcard giving details of this program.

*Le Catholique Devant la Guerre* (10,000) January, 1943. This postcard contained the names of all speakers in the series, as well as the subject titles, etc.

*Opinions* (6,000) February, 1943. This postcard gave advance information on the series of post-war problems discussions.

*Diète Quotidienne Idéale Publiée par Radio-Canada* (2,000) 1943. This was a French version of the CBC Ideal Daily Diet Chart.

### STATION RELATIONS DIVISION

The general field of activities of the station relations division has covered a continuous and close contact with the Canadian Association of Broadcasters, station managements, networks, and the U.S. Federal Trade Commission with respect to acceptance and review of continuity under Regulation 12 the interpretation and contravention of CBC regulations and policies, program distribution, compilation of monthly, quarterly and annual program statistics, clearance of all food and drug copy for use in Canada, and various services to related divisions of the Corporation.

#### Regulations

At the meeting of the Board of Governors held in Ottawa on April 17 and 18, 1942, a new subsection to CBC Regulation 7 was adopted. This subsection, Regulation 7 (1), deals with appeals for donations or subscriptions in money or in kind and makes it mandatory upon the station to obtain the consent in writing from the general manager for any such appeals except appeals on behalf of a war charity fund registered under the War Charities Act, 1939, or a joint appeal on behalf of two or more charities made with the approval of the municipality or other local authority in which the appeal is made.

Further amendments were adopted at this same meeting which affect Regulation 18, dealing with the use of mechanical reproductions between the hours of 7.30 to 11.00 p.m. local time. The basis of allowances was fully explored and a new plan of allotment based on available talent markets was instituted.

### *Continuity Clearance*

Following the general manager's announcement of a standard for good taste in connection with commercial continuities, the station relations division was charged with the duty of reviewing all continuities for broadcast in Canada cleared by it under the Pure Food and Drug Act. Current continuities were recalled and the net result of this work constituted one of the most forward steps in Canadian broadcasting, so much so that the Corporation feels it is now in a position to state that the Canadian airwaves are being rapidly cleared of all utterances which in its opinion could possibly be adjudged as offensive or not in good taste.

### *Statistical Summary*

Total network program production for the year amounted to 51,672 programs occupying about 15,700 hours. This figure is broken down into sustaining broadcasting of 13,379 hours as compared with 2,321 of commercial. The proportion of commercial broadcasting in comparison to sustaining is just under 15 per cent.

Network broadcasting activities have increased progressively since the inception of the Corporation in November, 1936. Last year's total sustaining and commercial network broadcasting amounted to 14,950 hours. This year, the figure shows an increase of two hours daily. The primary reason for the increase in network broadcasting hours is the more complete and comprehensive service to each of the five geographical time zones, with emphasis on the scheduling of specialized programs (farm, educational, religious, children's, women's) directed to specific audiences at the most appropriate times.

Added to this, the CBC began alternative network broadcasting this year somewhat regularly. This, in effect, means the scheduling of alternative service on a second network while the basic network is carrying regular service. In this way the CBC is able to provide listeners with a choice of broadcasts at a given time; while one network is carrying a symphony concert or hockey game, listeners not interested in these types of broadcast can tune into other CBC programs.

In order to conserve equipment and manpower, the CBC cut down its hours of broadcasting by thirty minutes daily in four out of the five time zones by signing off at 11.30 p.m. instead of midnight, local time. This was done on September 27, 1943.

Seventy-eight per cent of all sustaining programs carried on its networks during the year were originated by the CBC. The remainder were made up of American network programs contributing 16 per cent and 6 per cent from the BBC.

The CBC's commercial network broadcast operations for the past year totalled 7,140 programs occupying 2,320:45 hours, giving a daily average of commercial network broadcasting amounting to 6:21 hours.

## ENGINEERING DIVISION

Since April 1, 1942, the wartime problems faced by the engineering division have become more serious. Most of the equipment required to maintain the CBC plant, such as vacuum tubes, has been supplied by American manufacturers whose facilities are now largely occupied fulfilling the requirements of the armed forces of the United Nations.

The manpower situation has not improved but clarification has been given to the position of the CBC by the creation, at the request of the manpower division of National Selective Service, of a radio advisory committee to Selective Service and the preparation of a brief concerned with the wartime problems and manpower needs of the CBC to keep its plant operating efficiently. An

important part of the brief has been the preparation of a military qualification report for each individual, male and female, in the engineering division. Each member of the staff has been placed in a category indicating key personnel, replaceable on long deferment, and personnel that could be released on short notice.

To provide replacements for personnel on deferment from military service an apprentice pool of operators has been created within the engineering division to which both male and female temporary staff may be appointed for training. To date, seven women operators have been employed at Toronto, Vancouver and Montreal studios. Through an arrangement with Selective Service regional offices, returned navy, army and air force personnel, upon discharge and if they are found to have the necessary qualifications, are referred to the CBC engineering division for consideration as possible temporary wartime replacements for personnel on deferment from military service.

### *Special Services*

The overseas activities of the CBC have been increasing and three army vehicles have already been made available to our overseas unit, a fourth requisitioned, and additional technical staff is now en route overseas. Two of the six men assigned to the overseas technical staff were members of the original CBC unit in England during the "Battle of Britain".

To better co-ordinate war emergency problems, a war emergency committee, made up of representatives of the major divisions in the CBC, was created during this period for the purpose of dealing with problems of conservation, emergency protection to plant and, in fact, all wartime emergency operating problems that are continually arising within the CBC. The members of this committee have travelled from coast to coast and as a result of their efforts a co-ordinated plan of emergency operations for local, regional and national operation is being developed. A loss from ordinary causes, such as a fire at a CBC studio point, might mean serious curtailment to the CBC wartime activities because broadcasting equipment is not readily replaceable to-day.

During this period the CBC has had to take over from the R.C.M.P. the guarding of its own vital plants across Canada. In most cases the R.C.M.P. personnel has simply been taken over by the CBC on its own establishment.

A coverage survey commenced in the summer of 1941 for the Radio Branch, Department of Transport, was completed in the summer of 1942. The survey included measurements at studio and transmitter plants, as well as measurements to determine the extent of coverage of any particular station of 1000-kilowatt power or greater in Canada. This survey was made necessary by the frequency changes to Canadian broadcasting stations on March 29, 1941, as a result of the North American Regional Agreements signed at Havana, December 13, 1937.

### *New Construction*

During this period low-power relay transmitters have been installed at North Bend, B.C., and in Cranbrook, Kimberley, Fernie and Creston in the East Kootenay district in B.C., and also at Edmundston, N.B. Additional transmitters will shortly be installed at Williams Lake, Quesnel and Prince George in B.C., and also at Sioux Lookout, Ont. A 100-watt transmitter has been purchased to be installed in Prince Rupert to replace an existing 50-watt transmitter now under lease to the CBC. Arrangements have been completed for the extension of the CBC network northward to Prince George, B.C., and it is hoped ultimately to have this network further extended to Prince Rupert from Prince George. Another extension that has been made during this period to the network is from Quebec to the Abitibi district to include radio stations at Rouyn, Val d'Or and Amos.



New studios were completed at Halifax, N.S., to take care of the CBC's expanding program activities in the Maritime region and an additional concert auditorium in the Toronto area has been established for the same reason.

At Chicoutimi, Que., the existing CBC transmitter was increased in power from 250 to 1,000 watts and this station now provides services to a population of approximately 100,000 living within its primary area. This area includes the Lower Lake St. John section. Following a recent fire in the CBJ transmitter building and on account of the expanding activities with the increase in power, new studios for CBJ will be constructed in the summer of 1943 separate from the transmitter building.

#### **Shortwave Station**

It is very significant, particularly at the present time, that Canada has at last decided to enter into the field of shortwave broadcasting. It is indeed a new development in the cultural relations between this and other countries. At the present time its use is naturally thought of as an instrument not only to counteract enemy propaganda directed against us but also as a method of giving information to peoples that have been affected by the propaganda of the enemy. But there were other aims also connected with the Canadian war effort. These were the need to establish closer contact with Canadian troops abroad and to supply the United Kingdom and other countries of the Commonwealth with accurate and timely information about Canada and the national war effort. Also, it was suggested that a powerful shortwave station might come to the help of French-speaking listeners in the Maritime provinces and in western Canada by providing them with programs in their own language. It was also recognized that the establishment of a shortwave broadcasting station while it was of great importance in relation to the war had also a more permanent significance. It is a new development in Canada's relations with other countries. Indeed, keeping in mind the large part played by shortwave radio to-day, it was a means of giving Canada a voice to join with the other radio voices of the world.

In September, 1942, Order in Council P.C. 8168 was passed approving the construction for the Dominion government of two 50-kilowatt shortwave transmitting stations, together with antennae equipment, building, etc., on property adjoining the CBC transmitter site at Sackville, N.B., all as recommended by the CBC to the government.

The capital cost of this project is estimated to be \$800,000 and the minimum annual operating cost at \$500,000. Immediately upon obtaining approval to proceed with this important undertaking the CBC engineering division prepared a brief required by the Department of Munitions and Supply Priority Division in Ottawa and the War Production Board in Washington for the obtaining of all critical materials such as copper, steel, transmitter parts, etc., in order to facilitate the commencement of construction of the project and its completion within a reasonable time. Approval was obtained from the authorities in Canada and the United States for suitable priorities on essential materials and services required to complete the construction of this shortwave centre in wartime. The necessary properties adjoining the CBA site for the new shortwave station have been purchased.

The CBC engineering division will be ready to call for tenders for the extension of the transmitter building at Sackville and for the erection of the antennae by July, 1943. An order for the two transmitters has already been placed with the manufacturer and high priority has been obtained to permit the construction of these units. Approximately eight months will be required from the commencement of the building project for its completion ready to receive the transmitter units.

Arrangements are being made to plan the program material to be broadcast from Sackville in collaboration with officials of the Department of External

Affairs. A general understanding as to the line of policy to be adopted has been reached, preparations are being made to take preliminary practical steps to carry these policies into operation. It is hoped that as shortwave broadcast may become a help to Canada's cause in time of war, also in the constructive work that needs to be done in the promotion of good international relations in the years that follow, Canada may also be able to take an effective share through this same potent means.

### PERSONNEL

The Corporation felt the impact of the war on its staff more fully during this year than at any previous time. By March 31, 1943, men who had joined the military forces or specialized branches of government war department numbered 122, over 25 per cent of the present male personnel. The CBC lost within the year more of its staff in this manner than in the previous three years of the war.

An increase of 69 in the number of employees over the preceding year has been due to several factors: continually expanding war activities, the leasing and manning of station CFPB, Prince Rupert, B.C., the establishment of an apprenticeship course to train exceedingly scarce technical personnel, and the recruiting of men to replace those who have been or are to be assigned to the CBC overseas unit. At the end of the year under review this overseas unit comprised a group of six stationed in England, and it is expected to triple the complement in anticipation of offensive action in which Canadian troops are certain to participate.

In an attempt to counteract the serious and progressive dilution of staff both technically-skilled and trained in production, the CBC has employed a number of women in the engineering and program divisions. Listeners hear female announcers regularly from Halifax, Montreal, Ottawa, Toronto and Vancouver and the engineering field of booth operation, hitherto a male domain, has been opened experimentally to women. Whereas in the year 1941, 30 per cent of the staff was female, the percentage now stands at 35.

Late this year a brief was submitted to National Selective Service outlining the Corporation's manpower requirements. This department has rendered assistance, particularly through its representatives from the Department of Pensions and National Health, in referring to the CBC discharged men who appear qualified in radio work.

Relations with staff continued to be cordial throughout the year and steps were taken to provide for its future well-being.

As the first major achievement arising from the organization in 1941 of employee representation councils, a contributory pension plan was drafted, approved by a majority of the staff and submitted in February to the Board of Governors. It was adopted by the Board with provision in the budget for it to take effect from April 1, 1943.

Faced with shortages of equipment and of trained personnel, with urgent need for conserving and adapting the available material in order to maintain efficient operation, it is a tribute to the entire staff that they have met the requirements so successfully and with such whole-hearted co-operation.

### FINANCIAL

By-law 3 of the Corporation provides that "effective upon, from and after the 2nd November, 1936, the Corporation shall and it does hereby take possession of all property and assets and assumes all the obligations and liabilities of the Canadian Radio Broadcasting Commission".



For practical purposes, this meant taking over the physical plant of the commission, including stations at Quebec, Ottawa and Vancouver, with their real estate, building and technical equipment, also a stock of records and music, some furniture and office supplies. The estimated value of these assets was \$336,333.41. The Corporation also inherited a certain amount of receivable accounts and liabilities including payments for wireline charges. But the real asset on November 2, 1936, was the physical property referred to.

The Corporation has been in operation for six and a half years and during that period the physical plant and service to the Canadian people have expanded, involving a proportionate increase of staff. Now the Corporation is in the happy position of being entirely free of any indebtedness, and is able to present what is regarded as a highly satisfactory balance sheet.

The sources of income do not alter. They are the income derived from licence fees and the proceeds of commercial broadcasting. During the life-term of the Corporation, loans have been advanced by the government—\$500,000 in February, 1938, and \$750,000 in November and December, 1939, a total of \$1,250,000. These loans have been repaid in full, \$503,398 during the last fiscal year. The income received from both regular sources has shown a steady increase year by year.

The income has been expended in two ways—the current maintenance of broadcasting services and the expansion of physical plant and equipment. In the latter respect the loans received have helped to meet the necessary capital outlays, and now that they have been repaid, the Corporation has substantial physical assets as its property.

The main objects of current expenditure for the maintenance of broadcasting service are (as the statements submitted disclose)—programs, the network (i.e. wireline charges), engineering, administration and general, press and information services, commercial operations. To this must be added amounts for interest on loans. There is also an item in the accounts for depreciation.

Capital outlays have gone into the erection of new stations and the improvement of those already in existence. The principal expenditures have been for four high-power stations—CBA at Sackville, N.B.; CBF, Montreal; CBL, Toronto; and CBK at Watrous, Saskatchewan, costing altogether for building and technical equipment nearly \$1,300,000. Another \$1,000,000 has been spent for three smaller transmitters and other equipment.

Every year, as the result of careful financial policies and prudent management, the Corporation has shown a substantial operating surplus. This has enabled the governors to cope with the rather unique problems connected with an independent public corporation. There is, strictly speaking, no capital investment, so that provision must be made for capital as well as current expenditures out of current revenue. The only assistance received has come from the loans to which reference has been made, and which have been repaid from the surplus of income over expenditures.

The present position may be stated in the following way. Six and a half years ago the Corporation began with assets to the value of approximately \$336,000. During the period of operation the Corporation has handled over \$25,000,000, of which licence fees provided \$18,500,000 and commercial revenue provided \$5,250,000. In addition, government loans were advanced to an amount of \$1,250,000.

By far the greater proportion of this income has gone back to the people of Canada in broadcasting services—to be exact, \$20,345,000. Of this amount, half has been paid for programs—\$10,381,000 for program staff, artists, speakers, etc.—\$8,036,000 for the technical handling of these services—(\$4,302,000 for the hire of wirelines and \$3,734,000 for engineering)—\$1,073,000 has gone for administration and \$855,000 for the operating of our commercial department and for publicity. \$2,621,000 represents the capital expenditure for the erection

of stations including real estate, building, equipment, etc., but as will be observed, this amount has been written down very considerably in the balance sheet on account of depreciation. After repaying loans with interest, this leaves as a result of 6½ years of operation a record of expanding service to be measured in terms of public enjoyment, a network of stations, ten of which are CBC's own properties providing coverage reaching 95 per cent of the population and \$1,447,000 in cash or receivable accounts. Of this latter sum \$500,000 is held in Dominion of Canada bonds.

### ***CBC Not a Profit-Making Institution***

The two major sources of income show a slight increase. Income from radio licences is up by slightly over \$216,000 and the total number of radio users represented by the licence fees is 1,728,880. Income from commercial operations has also gone up by approximately \$186,000 and the entire income for the year is just short of \$5,000,000 by \$30,000. Expenditures on broadcasting service are actually in excess of the income received from licences, so that every cent paid by the Canadian public for licence fees and more is expended for what is returned to the listener in his home through the receiving set. The licence fee of \$2.50 is not a tax, as it is sometimes described—it is a licence fee for services rendered and received. The largest item of expenditure is, as it ought to be, nearly \$2,350,000 on programs, but this amount is payment for the actual production of programs in the studio or from whatever point they originate. To that expenditure must be added the cost of engineering services required to enable the program to be on the air. There is a large fixed charge of nearly \$780,000 for the rental of wirelines to carry programs all across Canada. It costs nearly \$810,000 for engineering services and equipment, \$208,000 goes for administration, 4 per cent of the total expenditures, not an excessive amount when it is considered that a Dominion-wide organization has to be maintained, and also, at the present time, an overseas unit. The amount of \$102,000 for the commercial division is the cost of operation, being approximately 8 per cent of the net business.

The annual charge for depreciation was a little over \$411,000. The rate of depreciation for buildings is 5 per cent and for technical equipment 20 per cent. The latter rate is necessary because of the rapid obsolescence of radio equipment. When this war is over, as a result of the new developments that have taken place through the use of radio as a weapon of war, it is believed that engineering will have undergone a major transformation.

The Corporation's cash position continues to be satisfactory.

### OPERATING COSTS IN PERCENTAGE TERMS FOR THE PAST FOUR YEARS

	1939-40	1940-41	1941-42	1942-43
General and Administrative.....	4.65	4.70	3.98	4.48
Operations.....	17.45	19.58	16.96	17.46
Programs.....	48.95	46.76	51.32	52.17
Station Network.....	19.60	19.05	17.80	16.75
Depreciation.....	9.04	9.56	9.35	8.87
Interest on Loans.....	0.68	0.85	0.59	0.27
	100.37	100.50	100.00	100.00
	0.37	0.50	0.00	0.00
	100%	100%	100%	100%

The Auditor General has conducted a continuous audit of the Corporation's accounts and a certificate is attached to the balance sheet.

## BALANCE SHEET MARCH 31, 1943

JAMES S. THOMSON,  
General Manager.

# AUDITOR'S CERTIFICATE

I have examined the accounts of the Canadian Broadcasting Corporation for the fiscal year ended March 31, 1943, and have obtained all the information and explanations I have required. In my opinion, the above balance sheet is properly drawn up so as to exhibit a true and correct view of the state of the Corporation's affairs as at March 31, 1943, according to the best of my information and the explanations given to me, and as shown by the books of the Corporation.

WATSON SELLAR,  
*Auditor General.*

HARRY BALDWIN, C.A.,  
*Treasurer.*

## CANADIAN BROADCASTING CORPORATION

## APPENDIX II

## CANADIAN BROADCASTING CORPORATION

INCOME AND EXPENDITURES, APRIL 1, 1942 TO MARCH 31, 1943

## INCOME

Licence Fees.....	3,701,690 24	
Commercial Broadcasting.....	1,243,553 08	
Miscellaneous.....	25,026 27	
	<hr/>	4,970,269 59

## EXPENDITURES

Programmes.....	2,329,648 94	
Station Network (Wire Lines).....	777,507 60	
Engineering.....	809,610 41	
Administration.....	207,890 64	
Commercial Department.....	102,015 80	
Press and Information.....	89,982 75	
Interest on Loans.....	12,307 06	
Depreciation—		
5% on Buildings.....	37,668 66	
20% on Equipment.....	373,576 17	
	<hr/>	411,244 83
		<hr/>
NET OPERATING SURPLUS.....	\$	230,261 56

HARRY BALDWIN, C.A.,  
Treasurer.OTTAWA, ONTARIO,  
1st June, 1943.











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## ANNUAL REPORT

OF THE

# CANADIAN BROADCASTING CORPORATION

FOR THE FISCAL YEAR ENDED MARCH 31, 1944

OTTAWA  
EDMOND CLOUTIER  
PRINTER TO THE KING'S MOST EXCELLENT MAJESTY  
1944







CW 12  
-A55  
Government  
Publications

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1944



September 1, 1944.

Major-General The Hon. L. R. LaFLÈCHE, D.S.O.,  
Minister of National War Services,  
Ottawa, Ontario.

SIR,—In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, I have the honour to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended the 31st of March, 1944.

I have the honour to be,

Sir,

Yours faithfully,

HOWARD B. CHASE,  
*Chairman, Board of Governors.*

## BOARD OF GOVERNORS

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RENÉ MORIN, Montreal (Chairman)

J. WILFRID GODFREY, K.C., Halifax

The Very Rev. W. EASTLAND FULLER, Saskatoon

Dean ADRIEN POULIOT, Quebec

HOWARD B. CHASE, Montreal

Mrs. T. W. (MARY) SUTHERLAND, Revelstoke

R. ROWE HOLLAND, Vancouver  
(term expired November 1, 1943)

E. H. CHARLESON, Ottawa  
(term expired November 1, 1943)

FREDERICK J. CRAWFORD, Toronto  
(appointed November 18, 1943)

WILLIAM J. PARKER, Winnipeg  
(appointed February 3, 1944)

B. K. SANDWELL, Toronto  
(appointed March 24, 1944)

# CANADIAN BROADCASTING CORPORATION

## ANNUAL REPORT

### 1943-44

This is the annual report of the Canadian Broadcasting Corporation for the fiscal year April 1, 1943, to March 31, 1944.

In November, 1943, after completing the year for which he had been appointed, Dr. J. S. Thomson resigned from the position of General Manager and returned to the University of Saskatchewan. Under the provisions of the Broadcasting Act, Dr. Augustin Frigon, Assistant General Manager, assumed the position of Acting General Manager and has carried on these duties since that time.

During the year under review, the Corporation fulfilled those responsibilities to the people of Canada made increasingly important in the fifth year of the war. Significant progress has been made in extending the usefulness of radio broadcasting in the Dominion through technical extension of the Corporation's services to more remote, and hitherto unserved, areas. CBC programs have reflected the deep interest of the Canadian people in the war and emphasis has been laid on accurate and topical news reporting, the presentation of informed comment on current situations at home and abroad as well as topics of general interest. The growth of "listening group" projects is in line with increasing public interest in the problems to be faced following the war. Nor has the lighter side of broadcasting been neglected. Music, drama, actuality broadcasts, and children's programs continue to form a sizable part of CBC activity and have materially contributed to relief from the tensions of war.

A few examples of outstanding CBC broadcasts during the past year illustrate the CBC's appreciation of its responsibility in developing Canadian talent and in mirroring the broad pattern of national culture and achievement. Canadians listened to the voices of federal and provincial political leaders, Prime Minister Churchill, President Roosevelt and many others; they were among the audiences who enjoyed concerts from many large cities in Canada as well as many American centres. Such widely varying series as "La France Combattante" as an exchange feature on the CBC French network from the BBC to "Help Wanted", a series of dramatized broadcasts which high-lighted the needs of farmers during harvest months, have done much to aid both morale and production. Canadian musicians, authors and poets have frequently been commissioned to do special works; "Brebeuf and His Brethren", the dramatic pageant of the martyrdom of an early Canadian band of missionaries, with verse by E. J. Pratt and special music by Dr. Healey Willan, was a noteworthy example of such CBC encouragement.

The entire CBC staff is loyally devoted to the task of helping to bring final victory and peace nearer. That its work has contributed to the Canadian war effort both at home and overseas is indicated in the pages of this report on the past year's operations.

### BOARD OF GOVERNORS

During the period under review, three new members were appointed to the Board of Governors. These were Mr. Frederick J. Crawford, Toronto (appointed November 18, 1943), Mr. William J. Parker, Winnipeg (appointed February 3, 1944), and Mr. B. K. Sandwell, Toronto (appointed March 24, 1944). The terms of Mr. R. Rowe Holland, Vancouver, and Mr. E. H. Charleson, Ottawa, expired in November, 1943.



## PROGRAM DIVISION

The presentation of programs is the primary reason for any broadcasting organization. To this end the whole purpose of the Corporation must be directed.

In striving to present suitable programs for Canadian listeners it is necessary to maintain high standards of performance and a sufficient variety to appeal to as many groups as possible in the community, whether these groups be large or small.

At the present time, the demands of war must continue to come first. This lays a two-fold duty upon the Corporation; first, to present the war picture to the Canadian public both fairly and in a continuing stimulation of effort, and secondly to present a balanced schedule of general entertainment and information.

Program planning continues to be largely a day to day activity in view of the emergency nature of many broadcasts, but the general plan of service must naturally be long-term in its aspect. The various services of the Corporation, in the sense of News, Farm broadcasts, School broadcasts, etc., necessitate regional programs for service to specific areas. These are balanced by distinctively national programs.

The war has added new impetus to the necessity of alternate network service and the past year has seen the expansion of a second national network to provide alternative listening and a further avenue of approach to the listening public. With the development of this second network, certain changes in station affiliation were necessary. The two networks are called Trans-Canada and Dominion.

**News**

Presentation of the news continues to be one of the most important wartime responsibilities. The same basic policy has been continued throughout the past year, of selecting the most significant items in the day's news, in Canada and abroad, and rewriting these in simple conversational style for radio news bulletins.

The principal sources of news continue to be the full newspaper wire services of The Canadian Press and the British United Press, with their worldwide affiliates. The news laid down by these agencies has been supplemented during the past year, by cable dispatches from CBC war correspondents in Sicily, Italy, North Africa and the United Kingdom. Another valuable supplement has been the CBC Listening Post near Ottawa.

The CBC News Service was organized to give a uniform type of service to listeners in every part of Canada. Newsrooms operate in Vancouver, Winnipeg, Toronto, Montreal and Halifax, so that bulletins can be broadcast at suitable times for the convenience of listeners in all time zones—a bulletin at breakfast time, at noon, at supper time, and a summary of the day's news in the evening. In addition, short bulletins are usually broadcast when the principal CBC stations open, and again when they sign off at night.

CBC editors provide twenty-two bulletins in English each day except Sunday on the different regional networks, and the National News Summary (which is carried by some fifty Canadian radio stations) at 10.00 p.m. EDT each evening. Regional bulletins include a reasonable proportion of news of more local interest. The National Summary at 10.00 p.m. EDT, and all national bulletins on Sundays and holidays, are prepared in the Central Newsroom at Toronto. The Montreal Newsroom supplies ten bulletins in French each week day to the CBC French network, and five in French on Sundays.

This work is carried out by a staff of twenty-six news editors—four in Vancouver, three in Winnipeg, seven in Toronto, seven French and two English editors in Montreal, and three in Halifax.

In addition to the straight news bulletins, the news has been supplemented in ways that are the more specialized function of radio—interviews by voice, eye-witness accounts of important happenings, and most important of all, the overseas reports of the CBC War Correspondents with the Canadian forces in Sicily, Italy and the United Kingdom.

As a special medium for these overseas reports, "CBC News Roundup" was established in the late summer of 1943, after the invasion of Sicily. It is carried on the National network at 7.45 p.m. EDT Monday through Friday each week. The Roundup consists of a commentary on the day's international and war news by Willson Woodside, followed by two or more special reports from CBC correspondents in the war theatres, and from London, Washington, Ottawa, and other points.

On January 1, 1944, a new summary of the day's news was started for the CBC Dominion Network, from 11.00 to 11.10 p.m. EDT, followed by "Topic for To-night", a five-minute commentary on a variety of topics linked with the news, discussed by competent authorities.

CBC War Correspondent Peter Stursberg landed in Sicily with the first wave of Canadian troops on July 9, 1943. The CBC Mobile Unit, with recording equipment, did not operate in Sicily for some weeks; in the meantime, Stursberg flew back to Algiers at regular intervals and gave his reports to Canada by shortwave. Later he was joined by Marcel Ouimet for the French network, and then by Matthew Halton who, with Ouimet, landed in Italy with the 8th Army when they made their assault on the mainland of Europe. Benoit Lafleur, for the French network, was attached to the Fighting French in Algiers and accompanied their expeditionary force to the island of Corsica; he later replaced Ouimet in Italy. CBC interests in Algiers were looked after by Andrew Cowan. The whole overseas news operation was supervised from London by A. E. Powley, formerly in charge of the Central Newsroom in Toronto.

In its war reporting, the CBC has been fortunate in having the vital assistance of able engineers and technicians with adequate equipment for recording commentaries and actualities in the battle area. Many recordings of unusual interest were made at the front, some of them carrying the actual sounds of battle. These records were flown to Algiers where they were transmitted by shortwave to Canada.

Like the newspapers and press services, the CBC News Service has lost a number of valuable members of staff to the armed services and other special duties. So far, competent replacements have been secured, although this problem has become increasingly difficult, and it takes some time to familiarize new members of staff with CBC policy directives and to develop their news judgment.

The CBC News Service has continued to send regular cables of Canadian news to London, to be rebroadcast to Canadian troops in Britain and Italy through the facilities of the BBC. Cables are now sent daily, and include local news from all provinces, along with general news and sports.

The special news summary for school children, developed in the previous year in connection with the weekly CBC National School Broadcasts, has been continued. These bulletins, which deal with one or two principal news developments each week, have proved popular with both children and teachers. This year they have included special features from CBC War Correspondents, picked up by shortwave and included in the school news.

### ***Special Events***

As we enter the fourth year of the war, though there have been many changes in the sports' world, interest in sports activities continues with both civilians and the Armed Services. The Allan and Memorial Cup Hockey Finals were heard on the National Network, as was the Canadian turf classic, the King's Plate Race. Actuality broadcasts covered not only the sports field, but programs of an informative nature and others that were purely entertainment. There were special broadcasts designed for the Department of National Defence, such as the series entitled "Industry at War", launchings across the Dominion covered by "Ships by the Dozen" and stories of assembly lines such as the "First Lancaster Bomber" and the "100,000th Bren Gun". World Series Baseball and the boxing matches from Madison Square Gardens were carried as exchange programs from the United States. O.R.F.U. Rugby was once again presented to listeners with emphasis on areas where there were Armed Forces camps. N.H.L. Hockey games again provided interesting programs to a wide audience, and a condensed version of each broadcast was beamed to the troops overseas. "The Victory Parade," a commercially sponsored program supervised by CBC Special Events Department, by the end of the year will have covered approximately thirty thousand miles and visited over one hundred camps of the Armed Services and several munition plants. The French Network covered its share of sports events during the year and actuality broadcasts were presented locally and regionally, notably on the West Coast. Sportscasts were also carried throughout the year on regional schedules. Our troops overseas, in the Mediterranean area as well as in Great Britain, were kept informed as to sports activities at home through the Overseas News Cables.

### ***Overseas Unit***

The Overseas Unit has continued under the direction of John M. Kannawin and includes sixteen men from the Corporation's staff in Canada. This Unit located in London has three sections: News, Program, and Engineering.

The Overseas News Service staff, assisted by an engineering unit, operated through the Sicilian and Italian campaign beginning in July, 1943. The arrangements to have all cables from overseas correspondents sent to The Canadian Press and the British United Press bureaus as well, resulted in many CBC stories being featured in Canadian dailies, as well as on the air. Among the highlights of the past year's News Service were an interview with General Montgomery, July 15; with Maj.-Gen. Guy Simonds, commanding the First Canadian Division in Italy, July 17; the first voice reporting from the Italian mainland; a description of the Sangro River crossing; and the coverage of Colonel Ralston's visit to Canadians in Italy, first announced in a CBC broadcast, from that point, December 3, and the subsequent interview.

The two functions of the Program section are to keep Canadians in touch with the troops overseas and to keep the troops overseas and in battle areas in touch with those at home. In view of active operations, the first aspect is primarily handled by news reporting. A secondary approach is provided by the series "Eyes Front" (English) and "Sur le Qui Vive" (French) relating the doings of Canadian troops in Britain.

The job of keeping Canadian troops in touch with the homeland is handled by programs on the BBC Forces Service. Each night a five-minute news broadcast is presented, based on news supplied by the CBC national news service in Canada. This is supplemented weekly by a news summary of Canadian highlights. A special digest of this is also sent weekly to troops in the active theatre. Other services are special programs: "Canadian Calendar" and "Greetings from Home", the second of which is worked out in co-operation with the Canadian Legion War Services. Other features include "Johnny



"Canuck's Review", a weekly half-hour show produced in London before an audience of Canadian service personnel. This is rated one of the most popular variety programs on the BBC. Another weekly feature is a fifteen-minute N.H.L. hockey summary carried during the winter months. In addition, each of the sixteen members of the CBC Overseas Unit is available as consultant to BBC on program material which they broadcast dealing with Canada. The Overseas Unit makes frequent contributions to BBC Radio Newsreel and other BBC programs in the North American Service. This is a follow-up to the preliminary work done by Mr. E. L. Bushnell, CBC General Supervisor of Programs, who was seconded to the BBC early in the war to assist in the revision of the BBC North American Service.

### ***Talks and Public Affairs***

The title of this department was changed from "Talks" to "Talks and Public Affairs" since many of the broadcasts presented can hardly be classed as "Talks".

Programs planned by the Talks and Public Affairs Department are of several different types—(a) straight talks by authorities, experts, public figures, etc.; (b) reportage type by trained radio reporters or commentators; (c) interviews; (d) forum and discussion programs; (e) documentary or semi-dramatized educational programs.

Talks are planned not only for serious purposes of education and information but also for entertainment. Talks can be good entertainment and excellent listening. This is borne out by the fact that the Talks Department presents programs which have high audience ratings compared not only with such items as news but with commercial entertainment programs, dramatic, variety or jazz. Canadian Roundup, for example, which is designed to bring listeners interesting brief reports and stories about people, places and events across Canada, to interpret Canada to Canadians, has an excellent audience.

Talks and Public Affairs Programs are planned:—

- (a) for different sections of the public—e.g., women, young people, labour, business, groups interested in literature, art, music, groups interested in international affairs, etc., and for different regions of the country.
- (b) to cover various fields and, particularly in wartime, to meet the need for information in certain important areas. For example, surveys of public opinion showed that Canadians wanted to know more about people of other countries who were our allies among the United Nations. Women's talks were provided every afternoon five days a week on child guidance, citizenship, economics, community fun, Winning the Peace, and Wartime Shopping.

Short series of joint French-English discussions were presented during the Fall of 1943 on French and English networks in appropriate languages.

During the past year Canadians have indicated deep interest in matters of post-war reconstruction. This interest was noted about the Fall of 1942 when plans were first begun for the series of the Reconstruction broadcasts, "Of Things to Come". Any expression of opinion on a subject of post-war reconstruction tends to be highly controversial. It was therefore felt that a discussion forum was the most satisfactory way of giving expression to interest in the post-war world. This series, "Of Things to Come", was begun in the Spring of 1943 and continued during the Fall of 1943 and Spring of 1944. The second series called "A Citizens' Forum on Canada in the Post-war World" included national and international topics with broadcasts originating before public audiences in all parts of Canada. In co-operation with the Canadian Association for Adult Education this was planned as a listening group project.

Twenty thousand people—civilians and members of the armed services took part in organized discussion groups. Over 315,000 study bulletins and pamphlets were distributed.

Two other series presented during this last year also reflected an interest in the post-war world. In an afternoon series for women, "Winning the Peace", each speaker presented his own views. These talks by prominent Canadian women presented the views of each. The whole panel of speakers was carefully chosen so that major issues would be presented throughout the length of the series. "Strategy for Peace", presented six authoritative speakers who dealt with various phases of current developments in international organizations for peace.

### ***Discussion Forums***

"*Discussion Club*."—These discussions were presented each Sunday afternoon between the Spring and Fall series of the reconstruction broadcasts.

Five broadcasts, "Youth Speaks Out" originated in Winnipeg. A panel of young people discussed their own problems and what the future held for them.

During the rest of the Summer, questions were discussed such as "What should be done with Germany after the war?", "Canada's Foreign Policy", "Should Day Nurseries be continued in peacetime?" Five broadcasts were devoted to a discussion of French and English relations in art, education, law, labour, and business.

"*Labour Forum*."—In this series of twenty broadcasts there were five dramatic broadcasts about the history of the Labour Movement in Canada; two features, one of which was about the work of the Canadian Seamen's Union, and thirteen discussion forums on which topics of interest to working men and women were talked over with management and labour representatives. These forums originated in the principal cities all across Canada.

"*Production Front*."—During the Summer of 1943 Labour Forum was replaced by a series of talks and interviews by Allen May called "The Production Front". Mr. May visited factories and industries in all parts of Canada and described the work done by both workers and management to produce materials of war.

### ***Dramatic Narrative Public Service Broadcasts***

"The Town Grows Up" with scripts by Elsie Park Gowan of Edmonton described how various community services such as waterworks, sewage disposal, fire and police protection, etc., came to be introduced into a typical Canadian town.

"Peoples on the March."—Some of these broadcasts, of the dramatic narrative type and talks by representative individuals, indicated the past and present struggle for freedom of the people of the United Nations in all parts of the world. Scripts about the U.S.S.R. were written by Dyson Carter of Winnipeg. One of the outstanding speakers was David Yalden-Thomson who was British District Commissioner of the Island of Pemba at the age of 21, and who is now serving with the R.C.A.F. Another was Dr. Gopal Ayengar, an Indian scientist who interpreted the ideas and actions of his countrymen to Canadian listeners.

"A Roof over your Head", scripts by Tommy Tweed, told the story of man's struggle in the past to keep himself dry and warm. It also indicated possible solutions of housing problems, and gave certain information about town planning, slum clearance, and the dependence of the city on the countryside. Expert advice and basic material was provided by Professor Eric Arthur.

With regard to dramatic narrative broadcasts, informed consultants were employed by the CBC who provided the script writer with authentic material, and who checked each script for its informational content before presentation.



"News from Occupied Europe" by Gerald Noxon told stories of men and women fighting in the European underground. His scripts were based on material supplied by the various governments-in-exile, and other authentic sources.

The Talks Department activities also included, from April, 1943 - April, 1944, the following types of material in the form of straight 15-minute talks.

- (a) Sunday morning "Travel and Adventure" period was mostly Canadian, with talks by James McCook, John Fisher and Ralph Marven on various parts of Canada. This period was later switched to a better listening time early Sunday afternoon, retitled "Canadian Yarns", and it was at this time that John Fisher broadcast his series of accounts of Canadian cities.
- (b) Commentaries on the news. "Weekend Review" continued its panel of Elmore Philpott and Dr. H. L. Stewart, with the third speaker varying. "Washington Commentary", a special review of weekly news in the United States, has been heard each Sunday throughout this time with the panel including Chester Bloom, Winnipeg *Free Press*; Clyde Blackburn, The Canadian Press; and Chas. Michie, Washington Correspondent for *P.M.*

During the summer of 1943 administrative responsibility for the daily war commentaries was put into the hands of the News Department. Up to this time the Talks Department had supervised the week-night commentaries by Wilson Woodside and Elmore Philpott. During that summer also commentators on various countries of Europe were tried out in preparation for a possible invasion. These were heard usually in the period, "In the News", on Thursday evenings, and included talks on Italy, at the time of the Italian Campaign, by Gerald Noxon and Dr. Herman Finer of the I.L.O. In February, 1944, such weekly topics were rescheduled in the period, "This Week", which contained visiting celebrities such as Erica Mann, commemoration of anniversaries, etc.

- (c) "Personality Spots" introduced visitors to this country and distinguished Canadians. The CBC Sunday night "Special Speaker" spot included Leonard Brockington, L. B. Pearson, General O'Connor, Ralph Allen and Walter Duranty.
- (d) Short series of talks on special subjects like Professor Alexander who spoke on "Our Canadian Speech" and Dr. Sadhu Singh Dahmi who spoke on "Psychology and You".
- (e) The CBC has one national period for book reviews which has been filled by such reviewers as A. W. Trueman, Dr. G. G. Sedgwick, Ralph Marven and others.
- (f) "The Canadian Pattern", by A. L. Phelps, was an extended series during the summer and fall of 1943 which stimulated a great deal of thought among listeners on the elements which constitute Canadian life.
- (g) Canadian Roundup might also be classed as Canadiana and is a regular Talks Department program. It comprises three five-minute reports from various parts of the country on local items of National interest.
- (h) The CBC during this time undertook to fill the New York Philharmonic Intermission Commentary with Canadian speakers. These included Sir Ernest MacMillan, Dr. Chas. Peaker, Harry Adaskin and short series by young Canadian musicians.
- (i) The Talks Department at this time also supervised Sports reviews to the Trans-Canada network and some regional networks. The best known of these is Clary Settell on the Trans-Canada network.
- (j) Special series of talks were also planned to meet the needs and interest of the different regions of the country. The Pacific region presented broadcasts about post-war democracy by Sir Robert Holland, "In a

Few Words" by Edmond Morrison, and other short series. "Mirror for Women" with news and views of interest to Western women came from British Columbia. "Homemaker's Programs" dealing with nutrition, box lunches, gardening, canning, health rules and child guidance were presented weekly in both British Columbia and the Prairies. "Headline History" by Anne Francis from Winnipeg, twice a week gave interesting historical background to the news in simple form for young listeners.

A regional talks producer for the Maritimes, Miss Dorothea Cox, was appointed in 1943 for the first time with a view to developing talent and originating more broadcasts in the Maritimes both for the national and regional network. Likewise, special talks programs were arranged for the Quebec and Ontario regions only.

### ***Farm Broadcasts***

CBC Farm Broadcast Department operations during the past year again reflected the way in which this service can be adapted to meet changing needs and conditions. The daily noon farm broadcasts in each region have carried a great deal of material explaining wartime regulations and the need for certain products. This was combined with the regular service of discussions of more scientific methods of production, daily market information and the regional dramatized serials.

National Farm Radio Forum completed its fourth season of weekly broadcasts during the Fall and winter months. Operating for the third season on a national basis, the broadcasts had the general theme "Planning for Plenty". The discussions were related to both wartime and postwar agricultural problems. Interest in the topics discussed was widespread, judging by the number of organized listening groups which took part in the project. In Ontario alone as many as 10,229 people met in 521 groups to listen to and discuss a single broadcast. Listener surveys show that these broadcasts also had a substantial share of the listening audience in such centres as Montreal, Toronto, Ottawa, Winnipeg and Vancouver. The broadcasts usually took the form of a discussion with both farm people and experts taking part. Participants in the broadcasts included people directly off the farms, leaders in farm organization, Canadian Government Officials and two leading agricultural officials from the United States. A new technique of reporting on the farm radio forum group discussions by way of the National Network has proven a powerful unifying factor in Farm Radio Forum development.

The Monday night period used for Farm Forum during the winter has been established as a Farm Broadcast period. During the spring and summer, the first fifteen minutes of this period was used for special broadcasts designed to be of interest to farmers and also to give urban listeners a better understanding of farm conditions and problems. Broadcasts in this period included periodic crop reports by the CBC Regional Farm Commentators and two broadcasts explaining the position of Canadian farmers in relation to the fourth and fifth Victory Loan Campaigns. There were also some dramatized broadcasts—for example, one on European farmers and one commemorating the Tolpuddle Martyrs—(the first agricultural trade union). Then in order to aid farmers in meeting one of their greatest difficulties in the way of obtaining the needed production of food—farm labour—a series known as "Help Wanted" was established. Needs and conditions vary greatly as between provinces and the "Help Wanted" broadcasts were set up on a Provincial basis in the four western provinces. One series covered the Maritime Provinces and one Ontario and English-speaking Quebec. Except in Ontario and Quebec these broadcasts were heard in the latter fifteen minutes of the half-hour devoted to Farm

Forum during the winter months. The Ontario series was heard on Wednesday nights at 7.30 p.m. EDT. These broadcasts in each case were presented in co-operation with the Provincial Committees set up under the Dominion-Provincial Farm Labour agreements.

During the past year regional gardening broadcasts were set up as a service to both urban and rural audiences. Listener and mail response has shown a continuous growth since the regional gardening broadcasts were inaugurated.

### ***Religious and Institutional Broadcasts***

In the field of Religious Broadcasts the Sunday network half-hour services "Religious Period" and "Church of the Air" continued with representative clergy speaking from various points in the country. The practice continued of originating these broadcasts not only from the main CBC production points but also from other centres, particularly in the Maritimes and the Prairies. In this way a wider and more representative range of speakers was obtained.

The weekday series "Morning Devotions", a fifteen-minute period of daily worship, continued over local CBC stations in each region. This series is arranged in co-operation with local committees of clergy.

The special series of dramatized stories from the Bible begun last season under the title "Dramas from the Bible" was continued this year. With more careful planning and a closer relationship between the stories and their value in Sunday school work, the series was presented under a new title "The Way of the Spirit". It sought to show the workings of the Holy Spirit from the days of the early church in the time of Saint Paul through the lives of Christian leaders to the present day. There were special broadcasts during the Christmas and Easter seasons as well, relating the story of these New Testament episodes.

Beginning in January and running through to Easter, the Corporation also presented by special arrangement with the British Broadcasting Corporation the series "The Man Born to be King", by Dorothy L. Sayers. This series presented the life of Christ in modern language and introduced the character of Christ as well. It had been presented in Great Britain with the approval of the various religious leaders and it made such a profound impression that the Corporation felt it should be presented in Canada as well. The response to both this series and the Sunday morning series, more particularly designed for young people, was very favourable.

In the field of Institutional Broadcasts, network time was provided both for domestic and war charities and for local and national voluntary organizations relating to various aspects of community life. Once again the two Victory Loan series, Red Cross campaign, the Salvation Army, and Community Chest funds and other like organizations were handled on a National basis. The festival days of our Allies continued to be observed in special broadcasts, as well as anniversaries of the present war.

### ***School Broadcasts***

During 1943-44 the CBC continued to collaborate with Provincial Departments of Education interested in using radio in the schools, on the basis of:

- (a) Provision by the CBC of time on the air, wire lines, studio and production facilities.
- (b) Provision by the Provincial Department of Education of program material, i.e., research scripts, acting and music talent (if any).

On this basis, programs have been provided by the Departments of Education in six provinces. In the other provinces programs have been provided either by the CBC itself, or by the Department of Education itself. Schemes



of regional collaboration have also been established, in the east, between the three Maritime Provinces; and in the west, between the four Western Provinces.

As a result of resolutions passed at the second Annual Conference on School Broadcasting in Toronto in May, 1943, the CBC decided to continue during 1943-44 the program of National School Broadcasts experimentally begun the previous year. In August, 1943, an Education Department was established at Program Headquarters; and in September a plan was adopted, in consultation with the Canada and Newfoundland Education Association, for setting up a National Advisory Council on School Broadcasting, to assist the CBC in the planning of National School Broadcasts, and to co-operate in the use and development of these programs.

This Council consists of 17 members together with a chairman nominated by the CBC. The membership consists of one representative of each Department of Education, except Quebec, which nominates two representatives; two representatives each of the Conference of Canadian Universities, the Canadian Teachers' Federation and the National Federation of Home and School; and one representative of the Canadian Trustees' Association. On the invitation of the Board of Governors of the CBC, Dr. Robert C. Wallace, C.M.G., Principal and Vice-Chancellor of Queen's University, Kingston, agreed to act as chairman of the new Council. The Council met for the first time on March 9 and 10, 1944, at Toronto, and recommended to the CBC plans for National School Broadcasts for 1944-45.

During 1943-44 one hundred and six half-hour school broadcasts were heard over the Trans-Canada or Dominion networks, or over the CBC's Eastern and Midwestern networks. Of these, 39 originated in Canada, and 67 were relayed from the U.S. The Canadian programs included the following series:—

"My Canada"—(9 programs giving an imaginative interpretation of life in each of the 9 provinces).

"The Way of Free Men"—(6 programs dramatizing the principles of democracy).

"Proud Procession"—(8 programs dramatizing stories of pioneer achievement of contemporary Canadians).

There was also a weekly news review for schools, and a series of Shakespearean readings for senior students.

The CBC published a 56-page syllabus of school broadcasts, entitled "Young Canada Listens", of which 30,000 copies were distributed to teachers. The programs were broadcast over 46 stations, and were heard in approximately 4,300 schools with an estimated student audience of 150,000. The school audience would have been larger but for the shortage of receivers caused by war conditions. The broadcasts were also heard by a substantial adult audience.

On the French network, Radio-College provided during 1943-44, 338 broadcasts designed mainly for high school students and adult listeners. The curriculum included science, nature study, history, geography, vocational guidance, music appreciation, art, literature, and drama. Visual aids in geography, music appreciation, and nature study were made available to the students. The curriculum for the year was published in a printed booklet which circulated to 12,000 students. Radio-College organizes at the end of each academic year contests in various subjects. In 1943 following the contest organized in connection with the nature study broadcasts, an exhibition was held at the Botanical Gardens in Montreal. Entries of photographs, essays, scrapbooks, collections of plants, etc., were received from more than 200 centres in the Province of Quebec. This exhibition was visited by large numbers of school children, the average attendance on Sunday only being 5,000.

## Music

The regular winter symphony concerts commenced on October 26th with the Toronto Symphony Orchestra and Les Concerts Symphoniques broadcasting alternate weeks. Special broadcasts in this series included the Toronto Symphony Orchestra and soloist Nathan Milstein, a Secondary School Concert, and the Mendelssohn Choir doing Brahms "Requiem" as a tribute to the late Dr. Fricker. The Vancouver Symphony Orchestra was heard in six broadcasts on Sundays during the season.

The usual summer series of "Prom" Concerts from Toronto and the Concerts du Chalet from Montreal were broadcast each week from May to the end of September. The CBC also broadcast four concerts in the Stanley Park series from Vancouver.

The CBC Concert Hour, featuring the best known Canadian artists, both conductors and soloists, in performances of special musical works both symphonic and choral, was heard weekly during the winter with programs originating in both Montreal and Toronto. This series included the first performance of the five prize-winning compositions in the yearly Canadian Performing Rights Society competition for Canadian composers.

The CBR Symphony, under the direction of Arthur Benjamin broadcast six programs to the Western network.

Eight operas were heard in the "Summer Opera Series" conducted by Jean Beaudet from Montreal. The following operas were included in this series: "Carmen", "Lakme", "Romeo and Juliet", "La Traviata", "Samson and Delilah", "Manon", "Mignon", and "Cavalleria Rusticana". The soloists were prominent Canadian singers as well as a few guest artists from the States.

A special series of eleven Handel oratorios was broadcast last fall from Toronto with orchestra and choir under the direction of Sir Ernest MacMillan. The series included "Samson" (in 2 parts), "Judas Macabaeus", "Semele", "Saul", "Solomon", "Acis and Galatea", "Ode to Saint Cecilia", "Joshua", "Alexander's Feast", and "Messiah Pt. III".

A series of Operettas was broadcast on the French network each Sunday from Montreal.

"The Life and Death of Jean de Brebeuf" by E. J. Pratt with special music written by Healey Willan was broadcast on September 26 with a repeat performance on April 11. The narrators were Rev. W. Linden Smith and Professor E. A. Dale.

Special Easter Broadcasts included a performance of Part II of "St. Matthew Passion" from Montreal by the Montreal Festivals. Also Perosi's "Passion of Christ" on Palm Sunday and "Redemption" by Cesar Franck on Easter Sunday, both conducted by J. M. Beaudet from Montreal.

Special Christmas music included the oratorio "Childhood of Christ" by Berlioz, given in two broadcasts from Montreal.

Canada contributed two programs to NBC in its series "Music of the New World" which were also carried on CBC's network. One program consisted of French-Canadian music and the other English-Canadian music.

Sunday Chamber Music series has continued throughout the winter season. This included five programs by Kathleen Parlow, eight programs by the Parlow String Quartet, six by Conservatory String Quartet with Lubka Kolesa as soloist, and seven programs by Cornelius Ysselstyne, cellist.

A special chamber music series of 25 weekly broadcasts was heard from Montreal during the summer and up to October 19th on Tuesday evenings to the Dominion network. In this field the popular "Serenade for Strings" was a regular feature. "Classics for Today" from Vancouver and a short series by the CBC String Orchestra under the direction of Alexander Chuhaldin, were of special merit. Also heard was the "String Album" from Winnipeg.



The complete works of Chopin were performed in a series of 25 weekly recitals during the summer months, with the best known Canadian pianists taking part.

"Bach Organ Cycle" was concluded in May covering 25 weekly recitals in which most of the organ works by Bach had been performed. Those recitals originated in Winnipeg, Halifax, Toronto, Quebec and Montreal, with well known organists taking part.

In January a series of seven weekly broadcasts, entitled "Harpsichord at Home", commenced with Greta Kraus, harpsichordist.

Other recitals included the "Masterworks of the Piano-forte", half hour joint recitals for singers and instrumentalists and then following the series of half hours, daily afternoon recitals were broadcast in which both well known and "coming" artists were heard. Special mention should be made of a new series which has been inaugurated in the Prairie Provinces in which artists auditioned last fall are being given an opportunity to be heard on the network. Cities included in this series are Moose Jaw, Regina, Saskatoon, Calgary, Edmonton and Winnipeg.

From Winnipeg a series of organ recitals has been broadcast by the well known organist Hugh Bancroft. Also from Vancouver to the Western network a series of Sonata Recitals was broadcast with Max Pirani and Arthur Benjamin taking part.

Anniversary programs were broadcast to mark the anniversaries of some of the most outstanding composers. Then a broadcast included one to mark the 400th anniversary of the birth of William Byrd.

In a lighter vein should be mentioned the Sunday Night Show from Montreal featuring special arrangements by Lucio Agostini and Alan Melver, and "Songs of Empire" program heard weekly from Vancouver.

### **Drama**

During the period April 1, 1943, to March 31, 1944, the Drama Department was responsible for an average of approximately five half-hour programs per week. These were broadcast from four regions: Vancouver, Winnipeg, Toronto and Montreal.

"The Magic Carpet" series from Toronto continued through April, May, and June, concluding June 27.

Vancouver and Winnipeg each produced one play a week for the entire year, to the Western network only. These plays were by various authors, save for one series written and produced by Archie MacCorkindale from Vancouver, September 17 to December 10, under the title "Thirteen by One". Several of the plays from Vancouver were directed by John W. Barnes.

Winnipeg originated two series to the National network: "Summer Theatre", June 29 to August 31, and a second from December 1 to February 16. All Winnipeg productions were under the direction of Esse W. Ljung.

Under Rupert Caplan's direction, several series originated from Montreal. To the National network, a weekly series from April 7 to June 30; to the Eastern network, a weekly series, July 19 to September 6; to the National network, November 28 to January 16, and February 23 to March 22. Mr. Caplan produced two shows for the National network during his trip to the West, from Winnipeg on January 26, and from Vancouver on February 2.

Since its inception, the Dominion network has been provided with one drama broadcast a week. These have been serial plays, originating in Toronto under the direction of the Supervisor of Drama. "Jane Eyre" was broadcast over CBY to the Southern Ontario network, November 5 to November 19. Over CIBC to the Dominion network from November 26 to February 24, was produced the 14-episode serial, "David Balfour". "Send for Paul Temple" began March 6 and continued on into April, 1944.

Four readings from Shakespeare's plays for schools were planned and produced by the Drama Department for the Education Department: "Julius Caesar" on October 21, "The Merchant of Venice" on December 1, "Henry IV, Part I" on February 3, "Hamlet" on March 23.

Three special drama programs were produced to the National network from Toronto: "The Double Tenth" on October 10, "Alice in Wonderland" on December 19, "The Mystery Play of the Nativity" on Christmas Day.

"Stage 44", originating in Toronto and carried over the National network, began on January 23, and continued weekly thereafter to the end of March and into the new fiscal year. This was a series of representative plays by leading Canadian radio playwrights, including Fletcher Markle, Gerald Noxon and Dick Diespecker, produced by the Supervisor of Drama. One of the plays in this series, "They're All Afraid", by Len Peterson, was given the First Award for Cultural Programs and the Citation for Best Entry in the Exhibition by the 15th Institute for Education by Radio, Ohio State University, 1944.

Over 600 play scripts were examined by the Drama staff, all being voluntary and unsolicited submissions. From among these were chosen the plays that were produced in the regular programs listed above. The bulk of submissions were made by Canadians, although a few writers in England, Australia, New Zealand, South Africa, and the U.S.A. submitted plays. Five-sixths of the plays broadcast were by Canadian authors.

Special music was composed for dramatic presentations, by the following Canadian musicians: Lucio Agostini, Marius Benoist, Alan MacIvor, Godfrey Ridout, and Healey Willan.

### **Children's Programs**

The Children's Department presented this year four series of programs. These were:—

"The Children's Scrapbook"—variety show with the following ingredients: music, historical and biographical series, a classic retold in dramatized form, news, book reviews and nonsensical patter. These programs ran for thirty-four weeks, Saturdays, at 12.30 to 1.00 p.m.

"Just Mary"—a narrative story for the very young ran for forty-six weeks on Sundays, 1.15 to 1.30 p.m.

"The Magic Chord"—a special Christmas dramatic feature of eleven shows for the very young was presented from 6.30 to 6.45 p.m. December 13 to 25, inclusive.

"Magic in Spring"—a special Easter dramatic feature of ten programs for the very young. 6.30 to 6.45 p.m., April 3 to 14, inclusive.

All of these programs were written by Mary E. Grannan, Supervisor of Children's Broadcasts.

### **Feature Broadcasts**

In the field of feature broadcasts "Comrades in Arms", the Three Services' weekly broadcast, continued to report to the nation each Sunday on the activities of the Armed Forces at home and in the field. This program is devised and written each week by the Public Relations Officers of the Navy, Army and Air Force—Commander Wm. Strange, Lieut. Joseph Schull, Lieut. Austin Willis, Major Dick Diespecker, Lieut. D. R. Baird, Lieut. Len Peterson, Flight Lieut. A. A. McDermott, and Sergeant Warren Wilkes.

From a line by Britain's soldier poet, Rupert Brooke, "Somewhere Before the Dawn I Rose", came the title for a distinguished series based on individual acts of uncommon fortitude and bravery on the part of citizens of the beleaguered or occupied countries of Europe who, impatient of the coming of their release

from Nazi bondage, have, with success and great heroism, taken into their hands their own salvation and have struck telling blows against the common foe. "Somewhere Before the Dawn" was written for the CBC by Mr. Merrill Denison, his factual stories coming from the files of the United Nations Information Office in New York City. The program series was produced and directed by J. Frank Willis, Supervisor of Feature Broadcasts. It is interesting to note that in the dramatic casts for these programs many New Canadians, refugees from Hitler's Europe, whose own stories in many cases parallel those being dramatized, were given employment as actors or actresses.

A wide variety of special occasion broadcasts were developed and produced by the Features Department marking public holidays and national anniversaries, as well as feature-story reporting of outstanding incidents in the news, as for example, "Trek from Tobruk", in which Pilot Officer Spence and Flight Sergeant Wood, assisted by a dramatic cast, told the amazing story of their five hundred mile march through the then German-held deserts of North Africa back to their own lines to fight again.

"Into the Sea", devised, written and produced by the Features Department, and presented to coincide with the final eviction of German Forces from North Africa told the story of the North African campaign.

On the 67th Anniversary of the founding of the Royal Military College of Canada a feature program telling the story of "Canada's Sandhurst" was presented.

On the Anniversary of Brazil's Independence Day a feature program told the history and development of Canada's great and good Latin-American friend.

Under the title of "Measure of Achievement" the Features Department developed and presented a program to mark the opening of the Fifth Victory Loan, and in the same month (October) sent three exchange features to the BBC in England under the title "Canada to Britain", showing three diverse aspects of Canadian Life. The programs "Prairie Town", "Big City", and "Quebec" were written by Lieut. Len Peterson.

Among the occasions marked by Feature programs was Burns Anniversary on January 25. The story of the great Scottish Bard's life and works was condensed for a half hour's telling.

On two occasions in the past year assistance was given to the Air Cadet League of Canada by publicizing their activities through feature broadcasts during their Anniversary celebrations in the Fall of 1943 and again during their Recruiting Campaign in the Spring of 1944.

Five special broadcasts were devised and presented in behalf of the Canadian Red Cross Society during their annual campaign and, according to the Red Cross Directorate, assisted in no small degree in insuring the success of the Red Cross drive.

In addition to more than a hundred broadcasts presented to the CBC's National or Trans-Canada network a series of twenty-six broadcasts "Portrait of a Woman", stories on the great career women of history, was presented by the Features Department through the facilities of the Dominion network.

## FRENCH NETWORK

### *Drama*

The French Dramatic Department, in the past year, has been very active. It catered to a great variety of group tastes and believes the audience of the French network derived great entertainment from its various programs.

It is seldom that a series of broadcasts is developed which possesses a high entertainment content and at the same time provides Canadian artists with the opportunity of acquitting themselves, with distinction, in roles made famous by actors and actresses of world renown. This was true of "Radio-Théâtre" a pro-



gram of one hour dramatic sketches broadcast each Wednesday. The scripts, the work of Canadian writers, were adaptations for radio of the scenarios of well-known pre-war French Films. In the production of this series, a portion of the sound track of the film was occasionally recorded for use in the broadcasts.

Topical subjects did not escape the attention of the French Dramatic Department. "La Fiancée du Commando" and "Les Hommes Traqués", the former a work of fiction, had their setting in war torn Europe. The former, a program broadcast thrice weekly in episodes of fifteen minutes duration, told the story of a young French-Canadian Commando, who after being wounded in a raid was given refuge in the home of a French peasant. The Theme, the young Commando's love for a peasant girl; their work for the underground movement; and their plans for evading the grasp of the Gestapo.

"Les Hommes Traqués" was more sober in its theme for it was based on true experiences of people in Nazi-occupied Europe. It was the radio adaptation in French, of Etta Shiber's best seller "Paris Underground".

The entertainment of the younger generation was not overlooked, for on each week-day, that is Monday through Friday, during the winter months, a series of dramatized programs of well-known fairy tales and children's stories were broadcast. These were designed for the entertainment, through their natural progress each week, of all children from four to fourteen years of age.

A review of the activities of the French Dramatic Department would not be complete without some mention being made of the serial "Un Homme et son Pêché" and the weekly series "Je Me Souviens". These programs have been featured for several years on the French network and have a very large audience among the people of the French tongue in Canada.

#### *News*

The CBC provides the people of the French tongue of the Province of Quebec with a complete radio news service. In order to accomplish this, the National News Service maintains in Montreal a bilingual newsroom. It is the only Radio editorial room on the continent which is concerned with the production for domestic consumption of French language and English language newscasts.

The French desk at which are written and edited the news bulletins for the French network is a complement of the National News Service. Its editors are guided by the same set of directives as are the English language editors throughout Canada; and the source copy used in the preparation of the bulletins is the same as that furnished the newsroom at the other operational points. The French editors have a dual task. They are not only required to write their items for broadcast in a style suitable for radio, but they are also obliged to translate, in their minds, the facts they have digested in reading through the source copy.

The activities of the men of the Canadian Armed Services in the various war zones of the European theatre are now being given wider coverage by the French network. Three French-Canadian radio-journalists—Marcel Ouimet, the former Senior Editor of the Montreal Newsroom, Benoit Lafleur and Paul Barrette—have been abroad for almost a year. They are assigned to the Overseas News Unit. Ouimet, while covering the Eighth Army's advance during the early stages of the Italian Campaign, did a most notable broadcast of a heavy Canadian Artillery barrage. Lafleur, who is now in Italy, was the only Canadian war correspondent with the French forces who recaptured Corsica. Barrette has covered London and the British Isles for the French network. The men overseas, like their English speaking colleagues, have sent back to Montreal voice commentaries and cable dispatches.

At home, domestic coverage received the attention of the editors who strove, throughout the year, to increase the content of regional news in their bulletins such as the newscasts in the morning and early evening.

The majority of stations of the French network provide the English listeners in their regions with English-language bulletins twice a day, in the morning and late evening, the latter broadcast being the Dominion network's night national bulletin at eleven o'clock.

### *Commentaries and Talks*

In addition to its regularly scheduled newscasts, the French network carried commentaries on the news developments of the day. The various time periods allotted for news commentaries were shared by Major René Garneau, Jean-Louis Gagnon and R. A. Denoit.

No set pattern for series of talks was developed during the year by the French network, but the French talks department brought to the microphone many outstanding persons of the United Nations, who spoke on a variety of topics; current events, scientific subjects, music and art.

### *Special Events*

A novel format of radio production was used on a regular basis by the French network for the broadcast of programs known as Special Events. Each week, Roger Baulu recorded portions of various events which later were recorded on a single disc. This method is known as the montage system. On this weekly program, "Les Actualités Canadiennes", the most important feature stories of the week were covered.

One of the major programs of the French Special Events department during the year was the broadcast of the arrival in Montreal from Overseas of Major Paul Triquet, V.C. and the reception given the Canadian hero of Beradi at Quebec City and his home-town, Cabano.

### *Farm Broadcasts*

The farmers of the Province of Quebec, through the efforts of the Farm Broadcast Department of the French network, had the same service as their English compatriots. Each day of the week, except Sunday, the French network broadcast a half-hour program which contained information on markets and agriculture and which had entertainment of diverse types; square-dance orchestras, singers and novelty musicales.

The Department supplemented its daily activities with a forum type of program, "Le Choe des Idées", which was aired once a week in the evening. Its pattern was very similar to the National Farm Forum.

### *Radio-College*

School broadcasts again were a feature of the daily schedule of the French network during the school months. The programs in this series were developed by Radio-College, a department set up four years ago for the purpose of furnishing the French network with educational programs suitable for the class-room or for young people at home. The pattern of these broadcasts was such that adults found them to be a source of pleasant listening and also a means for increasing their knowledge. Thirteen programs a week were required to cover the subjects listed in the syllabus of Radio-College; these included talks on music appreciation, history, geography, botany and art.

The feature of the Radio-College series was the weekly drama hour on Sunday afternoons during which was broadcast classics of the French Theatre.

The listeners of Radio-College were supplied with visual aids by the CBC, which they could consult in order to better follow the broadcasts.



*Discussions and Forums*

The French network had two programs which were of the forum or discussion type during the past year. "Opinions" and "Préparons l'Avenir". The format of these series was the same as that used in the preparation and airing of "Of Things to Come".

**COMMERCIAL DIVISION**

In the field of commercial broadcasting during the fiscal year under review the Corporation schedules a daily average of 7.18 hours of sponsored programs or 16.7 per cent of total network hours of broadcasting. There was a very slight increase in commercial time over the previous year.

Over 60 per cent of commercial programs carried on CBC networks originated in Canadian production centres.

Outstanding Canadian sponsored productions were "Canadian Cavalcade", "Command Performance", "Town and Country", "Soldier's Wife", "John and Judy", "Singing Stars of Tomorrow", "L for Lanky", "Jolly Miller", "Fighting Navy", "Alan Young", "Victory Parade", and "Voice of Victor". The "N.H.L." hockey series and "Happy Gang" sponsored broadcasts have become institutions for Canadians.

Choice commercial features were again selected from the American networks. Those sponsored programs with their internationally known artists could not be excluded from the Corporation's networks unless Canadians are prepared to see the audience drift to American stations. The "Radio Hall of Fame", "Metropolitan Opera", "Album of Familiar Music", "Fibber McGee and Molly", "Bob Hope", "Kraft Music Hall", "Information Please", "Charlie McCarthy", "Aldrich Family", "Waltz Time", "Brewster Boy", "Fred Allen", "Ronald Colman", as well as popular daytime serials received high ratings as favourites of Canadian listeners.

French language sponsored programs broadcast on the Quebec network were produced in the studios of the network and occupied 18.9 per cent of the Corporation's total broadcasting on the French network. Sponsored French programs generally received quite as high ratings as the popular commercial programs carried on other networks. "Joyeux Troubadours", "Jeunesse Doree", "Ceux Qu'on Aime" and "Quelles Nouvelles" continued to be favourites.

The Dominion network, which began operations on January 2, 1944, provided additional facilities thus relieving the Trans-Canada network and making time available for other war programs and public service features. It also gave listeners alternative program service. It provided better distribution for top-ranking programs of National importance.

Considerable business was rejected through the year, since commercial programs must meet with rigid acceptance requirements. Spot announcement business and most spot program business (except governmental) which would have represented thousands of dollars of additional revenue to the CBC was left almost entirely to privately-owned stations. The main function of the CBC is network operation.

Sponsored programs have gone far to build up and retain the audience now enjoyed by Network stations in Canada. This has been of great value in the development of spot business to privately owned stations. Listeners also enjoyed a more complete range of programs. From the revenues derived from sponsored broadcasts were built many fine sustaining programs.

Commercial programs proved to be a powerful medium for disseminating important information to listeners. It was found in two national campaigns that notable results were obtained from the co-operation of commercial sponsors of network programs. The Corporation received appreciation from committees handling national campaigns conducted for Government Departments and others

on behalf of Canada's war effort which appreciation was passed on to sponsors who co-operated so willingly. The Corporation donated 508 hours to worthy campaigns. CBC and network sponsors co-operated in sending to our troops in the War Zones recordings of the popular network commercials.

### PRESS AND INFORMATION SERVICE

During the past year a more systematic distribution of publicity and advance information to all media of public information has been effected. The increased use of mimeographed news releases to daily newspapers and to a selected list of trade, government and educational organs has resulted in a greater use of CBC program material than in previous years. News services and many dailies frequently receive wire releases giving latest information on topical developments in CBC policy, programs, engineering and personnel. Further streamlining of press and information functions is planned, but the policy will be to proceed slowly, justifying each change by results.

Each of the Press and Information centres in Vancouver, Winnipeg, Toronto, Montreal and Halifax continues to be regionally autonomous but with central direction on policy and activities coming from the supervisor's headquarters at the National Program Office at Toronto. At Vancouver, Winnipeg and Toronto, printed weekly schedules with a combined total circulation of approximately 2,500 weekly are produced and distributed. These are augmented by midweek and weekend corrections to editors. Toronto Studios Press and Information office continues to produce and distribute a BBC bulletin of shortwave program schedules for circulation throughout Canada. Most of the balance brochures, folders, booklets, etc., printed in English are produced at the National Office at Toronto and distributed regionally through Press and Information outlets with the co-operation of the particular program departments concerned. French press relations and publicity are handled from Montreal where, during the past year, a total of 998 releases were issued to the press and were widely used. The co-operation of *Le Droit* (Ottawa), *L'Action Catholique* (Quebec), *Le Devoir* and *Montreal-Matin* (Montreal) among the daily press is especially noteworthy. A series of articles by the Supervisor of Press and Information service for Quebec was reproduced in several news journals.

A minimum weekly average of 340 mounted plastic stereotypes is distributed to newspapers and magazines throughout the Dominion. These are a development of the CBC which editors, especially of the weekly press, find very convenient since no casting is required. In the English speaking sections of the country, "Neighbourly News" commentators constantly work in co-operation with the weeklies. The regional commentators are in demand as speakers at local meetings, service clubs, newspapers associations, etc.

Among the magazines and papers carrying feature stories, often with accompanying photographic illustrations are "Broadcasting", "Canadian Broadcaster", "School Progress", "The Argus", "New World", "Le Samedi", "Le Film", "Radiomonde", "Radio Daily", "Variety", "NBC Transmitter", "Saturday Night", "Star Weekly", "Montreal Standard", "Maclean's" and many others. Articles dealing with the CBC were supplied to the Book of Knowledge and to the Ontario Library Review.

Valuable source of publicity is through the microphone itself. Announcements are prepared dealing with forthcoming programs and are "spotted" throughout the day prior to the actual broadcast. Special emergency announcements such as troop train arrivals, Red Cross and other national regional appeals, are also handled by regional Press and Information offices.

Valuable public relations work has been done during the past year with adult education groups, libraries and farm groups. A new field of co-operation has been developed as a result of exchange visits between American and Canadian radio publicity representatives. On numerous occasions the CBC has co-

operated with government agencies engaged in similar work. Included among these are the Wartime Information Board and the National Film Board. Valuable contact work has been accomplished in the Prairie region in the arrangement of tours by CBC staff members. These have been in the form of talent surveys, speakers at local organizations, entertainment for the armed forces and press interviews. In the national office, the setting up of a public affairs list of several thousand including members of university faculties, of parliament, and heads of civic, provincial and federal organizations, etc., has afforded an effective means of bringing special series' and broadcasts to national attention. The co-operation of Canadian libraries is especially notable. In Montreal, Press and Information arranged a series of broadcast talks by members of the Royal Society of Canada which attracted attention in educational circles.

A travelling exhibit was constructed consisting of a photographic exhibit of CBC activities mounted on a large folding screen with two dispensing counters for the distribution of CBC literature. It has been used at several conferences and plans are being made to ship it to gatherings throughout Canada.

Overseas broadcasts featuring Canadians are brought to the attention of families, local stations and newspapers by letter, wire or telephone by Press and Information offices.

Stress has been laid on the publicizing of CBC activities among members of the CBC staff across the country. It was felt that special attention should be paid in this regard since each member constitutes an unofficial public relations contact who, through personal interest and for the best welfare of the corporation, should be kept up to date and accurately informed of CBC activities.

### **Publications**

In recent years, the backbone of CBC publishing activity has been the printed weekly program schedules prepared and distributed in Press and Information regional offices at Vancouver, Winnipeg, Toronto and Montreal. There has been a steady though quite restricted growth in circulation of these publications to editors, organizations and individuals. However, the demand is great, and there is constant pressure to increase the 2,500 weekly circulation. With wartime paper limitation, the CBC Monthly Guide has absorbed many of the names of groups and organizations requesting the weekly schedules. This is a four page printed monthly publication listing CBC programs of educational and cultural interest heard on the networks together with program notes and news of special interest to educational and other bodies. Started two years ago with an initial circulation of 3,000 copies monthly, its present circulation has reached 13,000 monthly though no promotion is given to it. The Monthly Guide is edited in national office and distributed nationally. Plans have been drafted for further expansion of its circulation and content.

Other publications prepared and distributed by Press and Information service include:

50,000 copies of a two-colour folder giving details of the fall, winter and spring series of National Farm Radio Forum. These were sent out to farm organizations, libraries and provincial forum secretaries throughout the Dominion.

7,000 copies of the report of the season's activities of National Farm Radio Forum were prepared, printed and distributed at the close of the spring series in 1943.

100,000 copies of a two-colour folder giving details of the "Of Things to Come" series, together with information on how to form a listening group and secure copies of printed study material. Distribution was made in the fall of 1943 and contributed materially to the growth of the project during the fall and winter months. Most of the distribution of these folders was through the provincial adult education organizations.



- 75,000 copies of folders detailing CBC Talks for Women were prepared during the spring, summer and fall and sent to women's clubs and organizations throughout the country.
- 20,000 copies of a folder giving details about the organization of women's home listening circles were distributed in conjunction with the women's talks folders listed above.
- 10,000 copies of "The CBC and Canadian Broadcasting", a 48 page booklet consisting of statements made by Dr. J. S. Thomson and Dr. Augustin Frigon before the 1943 House of Commons Special Committee on Radio Broadcasting together with details of program production during previous year were distributed to leaders in federal, provincial and civic affairs and to many organizations and libraries in Canada, the United States and overseas.
- 30,000 copies of a 56-page CBC teachers' illustrated manual, "Young Canada Listens", were distributed to departments of education and teachers utilizing the CBC school broadcasts. It presented details of all Canadian school broadcasts, both national and provincial.
- 50,000 copies of a "CBC Child Guidance Chart" were printed in two colours and distributed to individuals requesting copies as a result of offers on women's talks and on the "School for Parents" series. Requests continue although stock is exhausted.
- 70,000 copies of "Peoples on the March" folder giving details of broadcasts and explaining the co-operation planned by Canadian Library Council, the National Film Board and the Wartime Information Board were distributed through agencies co-operating in the production of 250,000 Russian, Latin American, and Chinese supplementary reading lists which were distributed by Canadian libraries.
- 5,000 copies of a folder giving recipes for dried peas and beans were distributed by women's organizations.
- 2,500 copies of "The Battle of the Morro River"—reports by CBC war correspondent Matthew Halton on the fighting in Italy as described in broadcasts relayed from the CBC Mobile Unit with the armed forces in Sicily and Italy.
- 45,000 copies of printed order forms of various types calling attention to CBC publications offered for sale were enclosed in correspondence, distributed at conferences and mailed to selected lists of prospective customers.
- 5,000 copies of complete texts of the first series of broadcasts in the "Of Things to Come" series were printed and offered for sale at twenty-five cents per copy. About four-fifths of these have been disposed of. This was the only new publication offered for sale during the fiscal year.

The following includes some of the printed literature prepared in French and distributed from Montreal:—

- 6,000 postal cards—Opinions—advance information *re* forum on post-war problems.
- 25,120 folders—"Le Choe des Idees" (Agricultural Forum) were distributed by "Le Reveil Rural" to listeners and groups of farmers.
- 15,000 folders—"Il Etait Une Fois"—series of broadcasts for youngsters were distributed through the school directors in the province.
- 6,000 postal cards outlining the highlights of the Christmas season.
- 4,989 copies of the testimony given by Dr. Thompson and Dr. Frigon, at the previous Parliamentary Committee, were distributed by mail.
- 6,000 folders—"Preparons l'Avenir"—advance information *re* social forum—distribution mostly by mail.

- 11,000 folders—"L'Ecole des Parents" (School for Parents)—distributed partly by mail; 6,000 were distributed to members of that organization.
- 6,097 folders—"Les Hommes Traques" (French radio adaptation of Etta Shiber's Paris Underground). This was quite an elaborate folder with stirring photos (distribution by mail).
- 9,500 folders—"Radio-Carabins", a program organized, planned and delivered by the Montreal University students—were distributed partly by mail.
- 10,000 copies of the popular theme song of Le Reveil Rural largely by requests. These were distributed by the agricultural service of the CBC. Leaflets for Le Questionnaire de la Jeunesse were also printed.

The Press and Information service also prepared many printed and mimeographed copies of outstanding broadcasts and arranged for their distribution. Much time and effort were required in the preparation of this material. In quantity actually distributed, the efficiency of this method of publication is highly questionable. The establishment of a regular periodical in which such material could be contained would represent an immeasurable improvement. Part of the work of the Press and Information service involves the securing of permission for reprinting of CBC material by outside periodicals, obtaining the necessary illustrations and generally acting as liaison between editor and the corporation.

Publications offered for sale by the CBC are handled through the Press and Information service at National Office in Toronto.

#### STATION RELATIONS DIVISION

Contact has been maintained constantly with the Canadian Association of Broadcasters, private stations, and American networks in matters pertaining to the interpretation and administration of CBC regulations and policies, program distribution, compilation of monthly, quarterly and annual program statistics, and the clearance of all food and drug copy as required under Regulation 12.

In accordance with the recommendation of the last Parliamentary Committee, the Corporation's policy of providing free network time for political broadcasting during Federal election campaigns was extended to the Provincial field, and it was first applied to the Ontario Election Campaign in the summer of 1943. Seven and one-quarter hours of free network time was made available to the three qualifying parties, the division of which was arranged between the parties themselves by mutual agreement. In addition to the free network broadcasts, time was made available on the Corporation's station CJBC, Toronto, for a limited number of free broadcasts for independent candidates contesting ridings in the Toronto area. The plan proved very satisfactory and has since been incorporated in the Corporation's statement of policy governing political and controversial broadcasting known as the "White Paper". Broadcasting arrangements in connection with the Ontario Election, including the scheduling of free network broadcasts and the maintenance of records of all political broadcasts released in connection with the election, were the responsibility of this Division.

The "White Paper", under the supervision and guidance of this Division, was revised and re-issued in February, 1944, in the light of experience gained since its original publication in 1939. The major change instituted was the provision for free network broadcasting by both federal and provincial political parties in the period between election campaigns. Under this plan, federal parties will receive two half-hours per month on a coast-to-coast network and provincial parties one half-hour per month on regional networks, the division of time between the parties to be in accordance with a fixed formula.



### ***Regulations***

In April, 1943, the board of Governors revised Regulation 13 (2) which prohibited the sponsorship of news broadcasts except on an institutional or courtesy basis. The new Regulation permits the use of an advertising message at the opening of a news broadcast, but allows only the mentioning of the name of the sponsor at the conclusion. The form of the opening and closing announcements is prescribed in the Regulation. Simultaneous with the revision of this Regulation subsection (c) of Regulation 11 was cancelled. This Regulation allowed the broadcasting of spot announcements before and after news broadcasts during periods when the broadcasting of such announcements was generally prohibited. The changes in both these Regulations became effective July 1, 1943.

### ***Continuity Acceptance***

Progress has been made in an endeavour to raise the general standard of good taste in commercial copy advertising food and drug products. Excellent co-operation has been received from private broadcasters, agencies and sponsors, and it can be safely said the standard of all such advertising has been considerably improved.

### ***Statistical Summary of Programs***

With the inauguration of the Dominion Network came an expansion of program statistics to embrace this additional measure of broadcasting.

During the year CBC broadcast on its various national, regional and French networks a total of 52,721 commercial and sustaining programs which consumed 15,966 broadcasting hours. Of the total hours broadcast 83.3 per cent consisted of sustaining programs and 16.7 per cent commercial.

It is through the presentation of programs on regional networks that it is best possible to render to the different parts of Canada complete service on news bulletins, institutional, educational and specialized programs at times when they coincide with listeners' habits throughout the day. With this goal in mind, 55 per cent of all the broadcasts were scheduled on the regional English networks, 28.6 per cent on the French network and the remaining 16.4 per cent on the national network extending from coast to coast.

Twenty-eight per cent of the year's programs or 4,564 broadcasting hours represents service originated specifically for the French network. In addition a number of English network programs are carried on the French network.

### ***Dominion Network***

The Dominion network was inaugurated on January 2, 1944. This network consists of a group of stations originally on the National network, together with a number of stations which, up to that date, were without regular network affiliation. Designed to give to listeners an alternative program fare from that carried on the Trans-Canada network, sustaining service on the new network has been scheduled daily between the hours of 10.00 and 11.15 p.m., EDT. The Dominion network is also set up outside of these hours for additional features such as symphonic broadcasts, commercial presentations and special programs. Types of service on the Dominion network are varied. Generally emphasis is laid on programs lighter and more definitely entertaining rather than educational or instructional in character.

### ***Origination of Programs***

The majority of programs on CBC networks are originated by the Corporation. Exchange programs from the United States accounted for 12.7 per

cent of sustaining broadcasting hours and exchange programs from the BBC 5 per cent. Of commercial presentations, 2,669 hours were CBC originated and the remaining 39.0 per cent were from the United States.

As in previous years Montreal continues to originate the greatest number of sustaining and commercial programs. This centre accounts for 28.8 per cent of all sustaining network programs and 35.8 per cent of all commercial programs. The reason for this is that Montreal originates many programs for the English national and regional networks and is, in addition, the production centre for the origination of more than four thousand hours of program service featured exclusively on the French network.

Toronto originated 15.3 per cent of sustaining hours and 18.4 per cent of all commercial hours. Other main production centres are Vancouver, Halifax and Winnipeg. These five centres account for more than 91.0 per cent of all CBC originated programs. The remaining 9.0 per cent are programs co-operatively originated by privately-owned stations.

#### **Exchange Programs**

CBC schedules this year contained 1,690 hours of sustaining program service from the United States networks. This represented 12.7 per cent of CBC sustaining operations. The proportion of time occupied by exchange programs on CBC networks has decreased in the past five years from 30 per cent to 12.7 per cent.

The four main broadcasting systems in the United States, NBC, Blue, CBS and MBS are the originators of this service. Approximately five hundred hours were contributed by each of the NBC, Blue and CBS. MBS contributed about two hundred hours.

#### **War Conservation**

In order to conserve equipment and manpower, the Corporation curtailed its broadcasting by thirty minutes after 11.30 p.m. daily in four out of the five time zones in 1942. This still left fifteen and a half hours of continuous service daily. An additional curtailment of morning broadcasting by one hour on Sundays was effected this year in three time zones: Eastern, Central and Mountain. A modified decrease in the Pacific region by thirty minutes was also inaugurated.

#### **Log Examination**

A continuous examination of station logs is conducted to ascertain whether station operations are within regulations and policies and particularly in the light of Regulation 3. Corrective measures are taken where necessary but it is gratifying to note that on the whole great improvement has been effected in the compilation of logs by privately-owned stations. In many instances the Corporation assisted privately-owned stations with suggestions for the betterment of log compilation and also in designing new log formats.

### **ENGINEERING DIVISION**

#### **Operations**

Since April 1, 1943, the wartime problems faced by the Engineering Division have not changed materially. The situation regarding the procurement of equipment and shortage of manpower remains a serious one. There are, however, hopeful signs that the peak of the difficulties has been passed. This is due to two factors. The first is that the situation has stabilized itself and that CBC war emergency measures taken in the last two years are now fully effective. The second factor is that Government authorities have found it possible, at least with respect to certain materials, to relax some of their restrictions.

With respect to manpower, the CBC system of training, which provides a pool of apprentice operators, has been most effective. It is probably the one factor which has enabled the Engineering Department to carry on without appreciable impairment to the service. In addition, through an arrangement with Selective Service and with the Veterans' Welfare Association, it has been possible to employ returned military personnel upon their discharge.

### ***Special Services***

The CBC now operates four mobile units overseas with a staff of six engineers. One of these units accompanied the Canadian Forces in the invasion of Sicily and Italy. The equipment consists of recording facilities in a military type vehicle suited for field use and, in addition, supplementary portable recording equipment which is used for front line work. In the field the portable equipment is usually employed for the actuality broadcasts and news commentaries and the military vehicle equipment is then used in editing the front line actuality recordings before they are released for broadcasting from Algiers by shortwave to Canada where they are picked up at Ottawa or Toronto Shortwave Receiving Stations for relay to the CBC network.

A recent report from the Engineer-in-Charge of Overseas Operations sent from Italy, indicates that the development work carried on from the very beginning of the war, both in Canada and overseas, to produce suitable field equipment and operating procedure, is reflected in the CBC to date being in advance of other broadcasting organizations overseas in so far as front line recording of actuality broadcasting by radio is concerned.

The experience gained at the front in Italy will be invaluable to the CBC when it becomes necessary to follow the Canadian troops in action on other fronts. All CBC technical personnel overseas have had an opportunity of gaining field experience through a process of rotating the staff working out of Headquarters in London.

### ***New Construction***

*Relay Transmitters.*—Since October, 1940, the CBC has installed twelve low-powered relay transmitters along its network system to give broadcast coverage to small isolated communities located outside the primary service area of any existing broadcast stations. The regions to receive major benefit from these installations are the mountainous districts of British Columbia, and Northern Ontario and New Brunswick. Four transmitters have been installed in the East Kootenay district of B.C., three in the Cariboo district, one at Revelstoke and another at North Bend, B.C. Two transmitters were located in Northern Ontario, one at Sioux Lookout and the other at Nakina. There is also one such transmitter at Edmundston, N.B. These installations have exceeded CBC expectations in providing network service to otherwise isolated districts. Aside from the fact that they give broadcasting service to the immediate vicinity, they also give service to other nearby communities located along the network because part of the power from the antenna is coupled into the network physical circuits carried along the overhead pole line and the copper wires making up this physical circuit act as a carrier.

The nine stations in B.C. are satellite stations for CBR and, therefore, are identified in their call letters as CBRA, Revelstoke, CBRF, Fernie, etc. Similarly, in Northern Ontario, the two stations are satellites of the Corporation's high-powered Toronto outlet CBL and their identifying call letters are CBLB and CBLN. The low-powered relay station at Edmundston, N.B., is a satellite of CBA at Sackville and bears the call letters CBAM.

The completion of these installations has fulfilled a plan developed by the Corporation's engineers and approved by the Board of Governors in 1936. There are other such communities yet to be served along the Corporation's network but, unfortunately, no more equipment is available. However, there



is every intention of considering further installations of satellite stations in areas that cannot be served economically with a primary program service in any other way. It is believed that the CBC has pioneered in the establishment of such satellite stations and that other countries plan to follow its example after the war. The whole idea in the establishment of these low-powered relay transmitters has been to bring Canadian programs to isolated communities that could not be economically served in any other way.

*CJBC, Toronto.*—The Corporation's 1 Kw. transmitter, CBY, now CJBC, will be increased in power to 5 Kw. The equipment to make this change-over possible is now under construction in the CBC shop.

*Chicoutimi Studios.*—New studios were constructed at Chicoutimi remote from the existing 1 Kw. transmitter at that point to take care of the Corporation's increasing program activities in that region.

*Quebec Studios.*—A study has been made to provide improved studio facilities at Quebec to replace those now in use in the Chateau Frontenac Hotel which have proved inadequate. The new studios will be located in the Palais Montcalm and the preliminary engineering work is now under way.

*Shortwave Diversity Receiving Stations.*—An emergency shortwave diversity receiving station was installed near Toronto for reception of communiques direct from AFGH Algiers and another shortwave receiving station is under construction at Dartmouth, N.S., which will be employed to supplement the work carried on during the past ten years at Britannia Heights near Ottawa. It is expected that when this new station is placed in operation early in the summer, considerable improvement will result in reception of BBC programs intended for the CBC network. Equipment has also been received to establish a shortwave receiving station near Vancouver for reception of programs from Australia.

#### ***Shortwave Project—Maritimes***

The actual construction of the building to contain the high-powered short-wave transmitting plant at Sackville began in August, 1943, and the building is expected to be sufficiently completed so that transmitter installation can commence May 1, 1944. Tenders have been received for the construction of the high gain arrays for the European service and it is expected that this antenna system will be completed in the fall of 1944 so that preliminary testing can commence at that time. Tenders have yet to be called for the construction of the medium gain arrays for South American and African service. Additional studio facilities will be provided at Montreal to handle the mechanical programming operations such as announcements, station identification, news, recording, etc.

It is interesting to note that when this project is completed, the Dominion of Canada will have one of the most up to date international broadcast transmitter plants in the North American Continent because of the fact that the antenna system employed for the European service has been developed to obtain optimum signal in the desired area to be served. This so-called high gain array has been developed with the co-operation of the BBC. The mechanical design of the supporting structure for the antennæ has received special study because of the sleet and wind conditions which have to be met with in Canada as compared to the conditions in the Old Country where antennæ of similar electrical design are used by BBC.

#### ***Post-war***

The CBC Engineering Division has been invited to nominate observers to the various panels set up by the Radio Technical Planning Board of the United States to study and recommend on post-war planning for radio generally. Fundamental to any such planning is the matter of allocation of frequencies in the

radio spectrum for the various services including broadcasting both by AM and FM, television, facsimile, point to point radio communication, international shortwave broadcasting etc.

### PERSONNEL

During the past fiscal year the permanent staff of the Corporation increased by some twelve per cent to a total of 815 employees. These additions to the permanent establishment were due mainly to new developments affecting the networks, the construction of the new international shortwave transmitters and the expansion of the services rendered by the Corporation's Overseas Unit. Several employees who had joined the armed forces returned to the service of the Corporation following their discharge so that the number of employees on leave for military duty or on loan to specialized branches of Government war departments increased only slightly during the year.

Relations between management and staff continued in a most satisfactory way and these relations were furthered through having the Executive of the National Staff Council attend administrative meetings. This policy has been beneficial in that it established a closer co-operation and better understanding of the various problems inherent to administration at large. Much was accomplished during the year as regards personnel welfare. A pension plan to benefit employees and their dependents was formally ratified by the Governor in Council and became operative on April 1, 1943. Also, as an additional measure of welfare, arrangements were completed whereby employees may contribute voluntarily to the Blue Cross Hospitalization Plans that exist in various provinces.

It has been considered advisable, in view of the vast expansion of the Corporation's services since its inception in November, 1936, to review the work done by each member of the staff in order to maintain a proper balance on the establishment and correct inequalities wherever they may occur. For this reason plans have been formulated to carry out a Job and Wage Analysis to encompass all positions on the permanent establishment of the Corporation. The overall objective of the project is to further harmonize understanding between management and its salaried employees, and the most important use of the Analysis will be to secure a guide in determining wage rates so that the employees will feel assured that they are fairly compensated for the work they are called upon to perform. The Analysis will establish standards by which the value and significance of each position shall be determined in relation to the Corporation as a whole and also to similar positions in comparable industries.

It has been agreed to publish monthly a staff magazine for the benefit of employees and it is expected that the first issue will be off the press during the autumn of 1944.

Loyalty and co-operation on the part of the staff were evidenced throughout the year. Many of the Corporation's employees stepped outside of their established positions and working hours in order to enable the Corporation to maintain efficient operation at all times.

### FINANCIAL

The 7th annual balance sheet of the corporation (as at the 31st March, 1944) showed that after providing for depreciation, income exceeded expenditures by \$89,176.30. All but a comparatively small percentage of the corporation's income was expended directly, or indirectly on programs. There was no major construction during the year.

Total income was \$261,772.15 more than for the previous year. All accounts payable were met as they fell due and a conservatively safe cash position was maintained as heretofore. Operating costs in percentage terms for the past four years are:



	1940-41	1941-42	1942-43	1943-44
General and Administrative.....	4.70	3.98	4.48	4.10
Operations.....	19.58	16.96	17.46	18.50
Programs.....	46.76	51.32	52.17	56.18
Station Network.....	19.05	17.80	16.75	16.90
Depreciation.....	9.56	9.35	8.87	4.32
Interest on Loans.....	0.85	0.59	0.27	-
	100.50	100.00	100.00	100.00
Inventories.....	0.50	0.00	0.00	0.00
	100%	100%	100%	100%

The Auditor General has conducted a continuous audit of the corporation's accounts and his certificate is attached to the appended balance sheet.

The International Short Wave Station at Sackville, N.B., under construction by the corporation for the Dominion Government cost \$229,921.85 as at the 31st March, 1944. The cost of this project is entirely financed by the Government.

## CANADIAN BROADCASTING CORPORATION

### INCOME AND EXPENDITURES

April 1, 1943 to March 31, 1944

#### INCOME

Licence Fees .....	\$3,787,886 51
Commercial Broadcasting .....	1,421,906 61
Miscellaneous .....	22,248 62
	<u>\$5,232,041 74</u>

#### EXPENDITURES

Programs .....	2,713,977 80
Station Networks (Wire Lines) .....	849,504 03
Engineering .....	930,249 23
Administration .....	206,177 14
Commercial Department .....	116,561 64
Press and Information .....	109,171 78
	<u>4,925,641 62</u>
Depreciation—	
2½% on Buildings .....	\$ 19,252 27
10% on Equipment .....	197,971 55
	<u>217,223 82</u>
	<u>5,142,865 44</u>
NET OPERATING SURPLUS .....	<u>\$ 89,176 30</u>

OTTAWA, Ontario,  
June 16, 1944.

HARRY BALDWIN, C.A.,  
Treasurer.

## CANADIAN BROADCASTING CORPORATION

BALANCE SHEET, MARCH 31, 1944

## ASSETS

*Current—*

Cash in Bank, Petty Cash and Treasurer's		
Cashier's Funds .....	\$	389,394 23
Accounts Receivable .....	\$	386,846 12
Less Reserve for Bad Debts .....		5,000 00
		<hr/> 381,846 12
Due from Dominion Government re Short Wave		
Station .....		115,329 63
Accrued Bank Interest .....		143 70
Department of Finance		
(Balance owing on Licence Fee Collections) ..		67,886 51

*Investments—*

Dominion of Canada Bonds—Par Value		
\$500,000.00—Actual Cost .....	497,500 00	
(Market Value \$511,562.50)		
Accrued Interest Receivable .....	3,630 14	
		<hr/> 501,130 14

1,455,730 31

*Funded Reserves for Post War Adjustments—*

Royal Bank of Canada, Cash on Deposit		
(Per Contra Account) .....		150,000 00

*Fixed—*

Real Estate, Buildings, Technical Equipment,		
Studio and Office Furnishings, Library of		
Records, etc. ....	2,749,806 35	
Less Deduction for Depreciation and Obsoles-		
cence November 2, 1936 to March 31, 1944....	2,035,742 62	
		<hr/> 714,063 73
Add International Short Wave Station, Sack-		
ville, N.B.		
(Per Contra Account—Dominion Government)	229,921 85	
		<hr/> 943,985 58

*Deferred—**Inventories*

Expendable Stores .....	129,525 17	
Stationery and Printing .....	41,585 58	
Publications .....	3,381 14	
		<hr/> 174,491 89
Prepaid Charges .....	22,753 21	
		<hr/> 197,245 10

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\$2,746,961 00

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## ANNUAL REPORT

OF THE

# CANADIAN BROADCASTING CORPORATION

FOR THE FISCAL YEAR ENDED MARCH 31, 1945

1944/45



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ANNUAL REPORT

OF THE

CANADIAN BROADCASTING  
CORPORATION

FOR THE FISCAL YEAR ENDED MARCH 31, 1945





September 12, 1945.

The Honourable Dr. J. J. McCann,  
Minister of National Revenue and National War Services,  
Ottawa, Ontario.

SIR,—In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, I have the honour to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended the 31st of March, 1945.

I have the honour to be,

Sir,

Yours faithfully,

HOWARD B. CHASE,  
*Chairman, Board of Governors.*

## BOARD OF GOVERNORS

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HOWARD B. CHASE, Montreal (Chairman)

RENÉ MORIN, Montreal

DEAN ADRIEN POULIOT, Quebec

Mrs. T. W. (MARY) SUTHERLAND, Revelstoke

FREDERICK J. CRAWFORD, Toronto

WILLIAM J. PARKER, Winnipeg

B. K. SANDWELL, Toronto

The Very Rev. W. EASTLAND FULLER, Saskatoon  
(term expired November 1, 1944)

J. WILFRID GODFREY, K. C., Halifax  
(term expired November 1, 1944)

A. W. TRUEMAN, Saint John  
(appointed March 19, 1945)

# CANADIAN BROADCASTING CORPORATION

## ANNUAL REPORT

### 1944-45

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This is the annual report of the Canadian Broadcasting Corporation for the fiscal year April 1, 1944, to March 31, 1945.

The CBC began operations on November 2, 1936, so that it is now in the ninth year of its existence as a corporation; the system of publicly owned and operated radio in Canada is now in its twelfth year; of those years, five and a half have been war years. During that period broadcasting has established itself as one of the most important and efficient means of furthering the national war effort and fostering national unity; these ends are achieved by rapid and widespread dissemination of news and information, and by giving every section of the people opportunities to hear the views and opinions of others; moreover the broadcasting of entertainment programs of all kinds, from the lightest trifles to serious drama and symphony music, has helped to build and sustain morale and to prevent war-weariness. In the last half of the period under review there has generally increased interest in post-war problems and particularly in rehabilitation; this interest naturally was reflected in CBC programs.

It is neither possible nor desirable to give in this report a list of all programs broadcast during the year. It is hoped, however, that notes and references in the body of the report will illustrate the work that is being done by the CBC not only in providing for the entertainment of its listeners and for the development of Canadian talent, but also in assisting the war effort and promoting national welfare through full co-operation with Dominion and Provincial Government Departments, health and education authorities, the Red Cross and other institutions working in the public interest.

Shortage in the supply of equipment for other than military purposes limited expansion of the Corporation's technical facilities. In spite of this, however, a good deal has been accomplished, as may be seen in the report on the engineering division, p. 28. The CBC International Service began operations during the period under review. The official inauguration of the service was marked by the broadcast to Europe of a special one-hour variety program on February 25th, 1945.

The Corporation is putting into effect a policy designed to keep listeners better informed regarding the plans and machinery of the CBC; already the Chairman of the Board of Governors has given two broadcast talks on the subject of relations with listeners.

### BOARD OF GOVERNORS

The year under review has seen some changes in the personnel of the Board of Governors. In July, 1944, owing to the pressure of personal business affairs, Mr. René Morin, of Montreal, resigned his position as Chairman, but consented to continue to serve as a member of the Board. He was succeeded as Chairman by Mr. Howard B. Chase, also of Montreal. Appointments to the Board are made by the Governor in Council for a term of three years; on November 2nd, 1944, the terms of three members of the Board expired, the Very Rev. W. Eastland Fuller, Mr. J. Wilfrid Godfrey, K.C., and Dean Adrien Pouliot. Dean Pouliot was reappointed for a further term of three years, and on March 19th, 1945, Mr. A. W. Trueman of Saint John, N.B. became a governor.

During the year there were six meetings of the Board.

On August 15th, 1944, the royal assent was given to an Act of Parliament amending the Canadian Broadcasting Act, 1936; this amendment to the founding statute provides for the appointment by the Governor in Council of a salaried Chairman of the Board of Governors, who should devote his full time to the affairs of the CBC.

### EXECUTIVE

Dr. Augustin Frigon, who had been Acting General Manager of the Corporation since the resignation of Dr. J. S. Thomson in November, 1943, was confirmed in this position.

Mr. Donald Manson, previously Chief Executive Assistant, became Assistant General Manager.

Increased responsibilities were assigned to Mr. Ernest L. Bushnell, who assumed the functions and title of Director-General of Programs. The position of Secretary has been abolished; Lt.-Col. R. P. Landry, who held that office, was appointed Director of Personnel and Administrative Services, under which title he combines his former functions with added duties and responsibilities. Mr. Harry Baldwin, who had been Treasurer of the Corporation from its beginning in 1936, retired during the year, and was succeeded by Mr. Harry Bramah.

For several years the supervision of press and information was carried out by Mr. E. A. Weir, Commercial Manager. The increasing scope and importance of the Press and Information Division made it desirable to appoint a full-time supervisor, a position now filled by Mr. Wells Ritchie. The Commercial Division too will benefit by the new arrangement, as Mr. Weir is able now to devote all his time to the management of the Corporation's commercial broadcasting activities.

Program service for the new short-wave transmitters is the responsibility of a newly created division, the International Service, of which Mr. Peter Aylen has been appointed Supervisor.

The management convened meetings of heads of divisions at regular intervals during the year, in order to co-ordinate the work of the Corporation.

Two important events which took place during the year, the completion of the job analysis and the publication of *Radio*, are dealt with later in this report under the heading Personnel and Administrative Services.

In February and March of 1945 the first Commonwealth Broadcasting Conference was held in London. Representatives of the British Broadcasting Corporation and of the broadcasting systems of the Dominions met to discuss some of the problems connected with radio in the post-war world. The Chairman of the Board of Governors headed the CBC delegation which included the Director-General of programs, the Chief Engineer, and the senior engineer of the International Service. As a result of the conference developments in the exchange of programs and personnel may be expected.

### PROGRAM DIVISION

During the period under review the program division continued its general planning with a view to maintaining in its broadcasting schedules a proper balance between pure entertainment on the one hand, and on the other, programs of information and inspiration designed to further the war effort. The problem of improving the technique of presenting programs of information about the war was constantly studied. The progress of the European campaigns, following the landing of allied forces in France on June 6th, was thoroughly and competently reported by the Corporation's overseas unit; detailed information about the activities will be found in the section of this report dealing with news.

Special attention has been given to the important matter of re-establishment and to the presentation of programs intended to inform and instruct listeners about the problems to be faced in adjusting their lives to post-war conditions.

For some time to come, this will probably continue to be the most important single task of the program division.

In its main job of planning and building daily broadcasting schedules, the program division is guided by the principle that as far as possible, all types of listeners should be able at some time to hear the kind of program that appeals to them. It is this principle which governs the division in its selection and acceptance of exchange and commercial programs. These programs bring to Canadian listeners the best of Canadian, British and American broadcasting, from light entertainment and daytime serials to symphonic and operatic music. The remarks on programs contained in the report of this division concern sustaining programs only; details of commercial programs broadcast by the Corporation will be found in the report of the Commercial Division.

### News

The year 1944 was characterized by news developments of unprecedented historic significance. It is unlikely that any single military event has ever attracted the same interest or aroused the same high hopes and anxieties among so many people as did the allied invasion of Europe on D-Day, June 6, 1944.

Plans of the most detailed nature had been made many months in advance to give Canadian listeners a complete and reliable news coverage of the event. This was done not only through a special service of bulletins but through the voice-reporting of CBC war correspondents and others whose commentaries were made available in a common pool for all networks.

In February 1944, an operational directive was drawn up, covering all foreseeable circumstances under which the news of D-Day might break. This was distributed to key personnel in all regions. The plan involved the opening of the full national network at 6.00 a.m., EDT (the Maritime network to open an hour earlier), the leasing of duplicate network lines so that all network programs could be controlled through Toronto, and special lines to Ottawa, Dartmouth and New York to bring programs and commentaries picked up by short-wave. As a result, Canadian listeners heard, throughout the day, a wide range of reports direct from overseas. Many of these came through a special short-wave transmission established by the U. S. Army Signals. It was monitored for CBC in New York by the British Broadcasting Corporation, whose generous cooperation was an important factor in bringing so much interesting material to Canadian listeners.

During D-Day itself, special bulletins were carried on the hour and half-hour with additional special bulletins and commentaries scheduled as received. Network service was maintained throughout the night. For some days afterwards the special service of bulletins on the hour and half-hour was maintained, following which normal service was resumed.

Basic source of news for CBC bulletins during the year continued to be The Canadian Press and British United Press. The daily schedule pattern of bulletin presentation—early morning and breakfast time, noon, suppertime, late evening summary and a short bulletin at sign-off—was not modified from the previous year. As in the past, CBC newsrooms in Halifax, Montreal, Toronto, Winnipeg and Vancouver continued to provide these bulletins at suitable hours in local time; on Sundays and holidays bulletin service to the network was maintained from the central newsroom in Toronto which also provided the *National News Bulletin* nightly at 10.00 p.m. EDT. This makes a total of 25 English bulletins each week-day, on the different regional networks, plus the *National News Bulletin*.

In order to give more careful and detailed attention to federal political news and the sessions of the Dominion Parliament, a new position was created on the staff of the central newsroom to provide an editor of senior capacity and experience to devote his full time to this specialized type of reporting.



During the year, special election bulletin service was provided for the provincial election in Saskatchewan on June 15, 1944; the Alberta and Quebec elections on August 8, 1944; the New Brunswick provincial election on August 28, 1944; the presidential election in the United States on November 7, 1944; and the Grey North by-election on February 5, 1945.

*CBC News Roundup*, heard each night from Monday to Friday at 7.45 p.m. EDT, provided an important vehicle for overseas commentaries. CBC war correspondants in northern Europe and Italy followed the day-to-day fortune of the Canadian troops; their commentaries were recorded by CBC mobile unit in the field, flown to London or transmitted by special short-wave facilities and then relayed from London to Canada by the BBC. The work of CBC correspondents in the field is discussed in greater detail in the section devoted to the overseas unit. *CBC News Roundup* also carried the news analysis by Willson Woodside, and talks on a wide variety of specialized news topics from experts in both the United Kingdom and Canada. American reactions and developments were discussed in the Wednesday roundups by R. T. Bowman from Washington while Blair Fraser, Ottawa editor of Maclean's Magazine, covered the parliamentary scene from Ottawa. For the benefit of listeners on the Western network daily commentaries following the news were given by Elmore Philpott.

A complete service of news bulletins in French was supplied by a staff of French editors in the Montreal newsroom. The same general pattern of bulletin service is followed for the French network—bulletins at breakfast time, noon suppertime, and evening summary, with short bulletins at opening and sign-off. On occasions of exceptional news interest, such as D-Day, the French network was also provided with bulletins on the hour and half-hour, special commentaries, etc. The Montreal newsroom also supplied special bulletins in French on the different provincial elections.

Up to January 1945, the majority of commentaries in French from the Corporation's French-Canadian war correspondents overseas were carried at the end of news bulletins. Others were broadcast at special periods. Commencing in January 1945, the Montreal newsroom started a daily news roundup, *La Revue de l'Actualité*, following to some extent the pattern of *CBC News Roundup*. This is heard Monday to Friday at 6.30 p.m. EDT on the French network. News analysis was presented by René Garneau, with specialized topics discussed by a wide variety of speakers, plus French commentaries from CBC war correspondents overseas.

In March 1945, a French sportscast was instituted over CBF at 6.45 p.m. EDT daily, based on news supplied by the Montreal newsroom.

All CBC newsrooms continued throughout the year to send daily cable dispatches, covering regional news developments, to CBC's office in London. These dispatches formed the basis of news broadcasts prepared and announced in London on the special troop transmissions of the BBC.

In addition to its own news bulletins, CBC has continued to carry the *BB News* direct from London daily at 12.00 noon EDT, and 6.45 p.m. EDT; *BB Newsreel* at 11.00 p.m. EDT, and a BBC news bulletin in French to the French network at 12.30 p.m. EDT, from Monday to Saturday.

A daily summary of the news, instituted on January 1, 1944, to the CBC Dominion network from the central newsroom, was continued. This is a ten-minute summary of Canadian and general news followed by *Topic for Tonight* in which qualified commentators discuss a wide variety of subjects linked with news developments.

### **Special Events**

As in other years since the outbreak of war, special events activities have been extremely restricted. Programs coming under this classification have been

confined almost entirely to amateur sports finals of major interest and actuality broadcasts dealing with the war effort.

The commercially-sponsored program, *Victory Parade*, went into its second year of entertaining at camps of the armed services and at munition plants across the Dominion. By the end of 1944, when the program finished, it had visited 200 camps and travelled 50,000 miles.

Network sports broadcasts during the year included Memorial Cup hockey, Maple Leaf open golf championship, King's Plate race, lacrosse finals, and the Ontario Rugby Football Union series.

Actualities dealing with the war effort included a broadcast of the making of the one hundred-millionth projectile and the Fairchild Tarmac dance at which there were representatives from plants across Canada and from the United States.

The weight of special events broadcasting on the French network during the year was carried by *Les Actualités Canadiennes*. Each week this program told listeners the story of ship launchings, modern industrial production; it brought them the thrill of a parade, of a public gathering in the home town; it took them to numerous places in Quebec and other parts of Canada, and sometimes abroad; it introduced them to the people of their province, and to people of other countries visiting Canada on official missions, for a holiday, or on business. All this was made possible through the use of the recorded montage system of radio reporting.

During the year the Quebec Conference and the UNRRA meeting at Montreal gave the special events department additional scope for the production of "color" broadcasts and the presentation of opening ceremonies.

The Corporation's mobile unit was used on two occasions by the special events staff, for a Santa Claus parade broadcast and for a description of the famous St. Jean Baptiste parade in June. These two broadcasts have become annual affairs.

### **Overseas Unit**

The overseas unit continued its record of service throughout what was undoubtedly its greatest year. The advent of D-Day, and the establishment by the BBC of a special program service directed to the fighting men on the Continent, made new demands on all departments of the overseas organization.

The overseas news service staff, headed by A. E. Powley, with valuable assistance from the overseas engineering staff under Arthur Holmes, has operated continuously in the European theatre since CBC war correspondents Matthew Halton and Marcel Ouimet stepped ashore on the coast of Normandy only minutes behind the first assault on D-Day. Engineers followed as soon as it was feasible to take in mobile and portable recording equipment.

The heavy fighting on the Italian front was covered by Matthew Halton, Marcel Ouimet, Bill Herbert, Paul Barette and Benoit Lafleur. In Italy two CBC correspondents, Benoit Lafleur and Peter Stursberg, brought the voice of the Pope to Canadian listeners in the first broadcast ever made from the Vatican over radio facilities other than its own.

Highlights of the past year's news service from overseas include the entry of Halton into Caen and his subsequent broadcast describing its liberation. Halton and Ouimet both went into Paris with the liberating armies and were involved in the street fighting which took place. Both men were heard in broadcasts from the French capital.

Meanwhile, London was being subjected to attacks by flying bombs, and Powley's outstanding broadcast permitted Canadian people to hear for the first time the actual sound of the robots. CBC war correspondent Bill Herbert told of the Canadian offensive in the Pas de Calais area which eventually wiped out the flying bomb sites.

The advent of D-Day also brought new responsibilities to the overseas unit program director, Gerry Wilmot. The establishment of the *Allied Expeditionary*

*Forces Program* by the BBC gave Canada an opportunity to provide its share of entertainment and information for the men fighting in Europe. Many programs were recorded in London by such units as the *Canadian Army Show*. The overseas unit was responsible for co-ordinating this entertainment with that of the BBC and the American Forces network. Often termed the "Billion Dollar Network," the *AEFP* made available to the fighting man a service which no amount of money could have purchased in normal times. The greatest talent in the world of show business was regularly donated to this program from its inception on June 7, 1944.

The overseas unit, with the excellent co-operation of the BBC, sought too to keep servicemen and women in the United Kingdom informed about their homeland and provided with the best of Canadian radio entertainment.

Regular newscasts were presented on the BBC, and again this season the hockey broadcasts were heard in the United Kingdom, on the Western Front and in Italy. Wherever Canadians were, the overseas unit attempted to provide that link with home which is so vital in maintaining morale. Unit personnel were continually available to the BBC as consultants on Canadian program material. Frequent contributions were made to such BBC features as *Radio Newsreel*.

John Kannawin, head of the overseas unit since the fall of 1942, returned to Canada in January 1945. A. E. Powley succeeded him at London headquarters.

### **Talks and Public Affairs**

The primary responsibility of the talks and public affairs department is in the field of public information and education and consists of the effective presentation of the spoken word in a variety of forms.

This department regularly plans and supervises from 30 to 40 quarter and half-hour broadcasts weekly on national and regional networks, not including daily commentaries or local talks. Some of these are established weekly features, others are series, planned for from four to 26 weeks, others must be planned from week to week or arranged for special occasions and events.

During the past year, this department has paid increasing attention to the problem of raising the standard of broadcasting by insisting on improved quality of both writing and speaking and by experimenting with new forms of presentation.

Talks broadcasters may be classified generally as radio reporters—both staff and non-staff, commentators with knowledge of national and international affairs, personalities who are specialists in literature, music, sports, etc., public personages such as political figures, noted writers etc., and representative citizens who can reflect in a radio talk, interview or discussion, the background of thought of their section of the community. Thus, in the selection of speakers the CBC attempted to have Canadian radio truly reflect the ideas and activities, the interest and diversity not only of Canadian life but of events in the world at large.

Controversial subjects were handled either in forum broadcasts or round-table discussions, such as *Citizens' Forum*, *Servicemen's Forum*, *Maritime Future*, *CBC Discussion Club*, etc., in which speakers holding three or four major different points of view on the subject concerned were heard in open discussion, or by presenting two talks in the same program period by speakers holding opposing views, as for example in *This Week* and *Prairie Comment*. As a further guarantee that programs were not constantly slanted in one direction, it was an accepted policy that no one commentator or speaker be used exclusively or continually over long periods of time.

The talks and public affairs department co-operated in keeping war news and information about war objectives before the listeners—not only in specific campaigns, such as economic stabilization, but also on broader issues. However as the war approached victory, two predominant areas demanded and obtained more attention. These were rehabilitation and world organization for peace and security. In the field of rehabilitation, there were such programs as *Honorable*



*Discharge, The Soldier's Return, The People Next Door, Servicemen's Forum, Citizens' Forum, Maritime Future* and numerous reports and talks in the series *Our Special Speaker, This Week* and *Canadian Roundup*.

Noteworthy programs were produced on the subject of war and international affairs, such as *Weekend Review, Washington Commentary, The World and Ourselves, Strategy for Peace, Economic Problems of War and Peace*, and the *United Nations International Series*, 12 discussion broadcasts dealing with world organization and problems of the United Nations. The latter was arranged in co-operation with the United Nations Information Bureau, the Columbia Broadcasting System and the BBC. Broadcasts on alternate weeks came from Great Britain and the United States with Canadian speakers included. Other similar international series included *British Commonwealth and the World, Anzac News Letter, What America Thinks* and appropriate programs marking anniversaries of the United Nations. Leonard W. Brockington K.C. reported on Sunday evenings on Canada's fighting forces and the war front in Europe.

Several series presented entertaining programs planned to help in building Canadian unity and a national consciousness. These included *Canadian Roundup, John Fisher Reports, Canadian Yarns* and the Sunday morning report, *Neighborly News from the Weeklies*.

Two important programs, *Our Special Speaker* and *This Week* were devoted to current affairs. The former was broadcast Sunday evenings at 8.45 p.m. EDT, considered the most important talks period of the week. *This week* was a Saturday evening program dealing with subjects of current interest.

Literature, art, music and science were covered in such programs as *Books of the Times, Artists at War, Art and Democracy, Art in Living, Canadian Pattern, Intermission Commentary* and *Science in Everyday Life*.

The field of sports was taken care of in various local and regional series, such as the daily sports commentaries over CJBC Toronto by Clary Settell, and *Sports College*. The latter was one of the most gratifying developments of the year, heard every Saturday across the country. It planned to teach sport and sportsmanship to young people. A joint project of the CBC and the National Council of YMCA's in Canada, it was a practical demonstration of successful educational radio. The program brought in an average of 5,000 letters a week and had over 50,000 registered members.

Social and community problems were dramatized in such programs as *Crossroads of Youth, Here's to Your Health, Peoples on the March, Letters from Sossu* and *Labor Forum*.

Programs planned to meet regional interests were presented in all regions, but particularly in the Maritimes, the Prairies and British Columbia. Included in these were *Maritime Comment, Prairie Comment* and *A Western Voice*. Regional programs also offered an opportunity to discover and develop speakers for use on coast-to-coast network programs.

The French network again produced a forum type of program on which social and economic questions of topical or postwar importance were discussed. As with the English programs of this type, listening groups were formed in various parts of the province in order to carry on the discussion after the conclusion of the broadcast.

Many programs featuring experts in arts, science and public affairs were produced on the French network. These brought to CBC microphones not only well-known Canadians but also people from other countries. In the late summer and early fall, the staff was occupied with programs dealing with the Quebec and UNRRA conferences. During the latter meeting, the French network carried a series of four round-table discussions, with Canadians and other officials of the United Nations participating. These programs were designed to explain the position of the various countries in that organization and also the manner in which it would work. In the round-table discussions and in individual talks by experts, emphasis was laid on the role played by Canada.

Until late in the year, the talks department handled all commentaries for the French network. Each night a commentary on the day's news, or the most important international development, was broadcast by various speakers. A feature of these commentaries was Henri Poulin's weekly review of editorial comment in the English language newspapers throughout the country.

An important function of the French talks department was the production of instantaneous translations of speeches given by world leaders. The original talks were carried in the English language and were followed immediately by a French translation.

### *Women's Interests*

Women's talks on national and regional networks supplied practical information on wartime problems of Canadian homemakers, on nutrition, consumer buying, health, housing and child care.

The annual *School for Parents* program featured S. R. Laycock, professor of educational psychology, University of Saskatchewan, and Dr. Alan Brown, physician-in-chief of the Hospital for Sick Children in Toronto. For this series 80,000 copies of the CBC chart of child needs were distributed through women's organizations, provincial departments of education and individual listeners.

Vocational guidance to high school girls and women, looking to the postwar period, was offered in the series *Your Next Job*, and suggestions for club activities and amusement were given in the all-winter series, *Community Fun*.

National women's organizations aided in publicizing CBC talks for women by distributing 40,000 program leaflets, and home listening circles were formed to follow special series.

The four regional women commentators continued, in regular morning programs, to supply bright reports and intelligent comment on the local and general scene. *Sue's Notebook*, a women's news and personality show, was inaugurated five days a week over CJBC in Toronto, and Ethelwyn Hobbes continued her five-a-week series on the Mideast network, giving consumer information. Regular homemakers' programs were given in the regions.

*La Femme Aujourd'hui* was broadcast to the French network five days a week during the year. Its prime purpose was to give information to women listeners and to tell of women in the news, by means of talks, interviews, discussion of topical questions, consumer problems, etc. The part dealing with consumer information was a regular feature each Monday and was prepared in close co-operation with the Wartime Prices and Trade Board and other government departments and agencies.

Another feature of the series was *Le Courrier de Radio-Parents*, broadcast each Tuesday. This was a listener's participation program. Parents, particularly mothers, were asked to write in about any problems they had with regard to the education of their children. The replies, those given over the air as well as those answered by mail, were prepared in consultation with doctors, psychologists, teachers and priests. *Le Courrier de Radio-Parents* supplemented the evening program *Radio-Parents*. This program, broadcast to the French network on Fridays, was designed to deal with the many problems encountered in bringing up children. The format consisted of the presentation of a sketch in which the errors of parents, in approaching various problems, were shown. This was followed by a commentary on the problem, given by an expert who pointed out the various correct ways of solving the problems.

Other French programs told of the activities of various war services and charity organizations in which women had an active part; and assistance was given these organizations through the broadcasting of spot announcements regarding meetings and gatherings.



### Farm Broadcasts

Throughout the year, the regional farm broadcasts at noon continued to be the basic service rendered to farmers by the CBC farm broadcast department. This service has been broadened to include features for which a need has been felt in rural areas. The interchange between regions of recorded interviews on farm topics has increased the interest in the broadcasts and in farm problems in other parts of the country. Reviews of agricultural reference and technical books were included also, and met with extremely good response from listeners.

In cooperation with the BBC, a weekly talk on British agriculture was arranged, adding considerable interest and information to these noon broadcasts. A great deal of material explaining wartime regulations and the food requirements for the war effort was combined with these various features, along with the regular day-to-day market quotations, farm news and information pertaining to the latest in production methods. The regional dramatic farm sketches continued to be popular. Through these it was possible to give a good deal of entertainment as well as information directly affecting rural people.

*National Farm Radio Forum* concluded its fifth season of weekly discussion broadcasts at the end of March. This was the fourth season of operation on a national basis and, as in former years, the co-operating organizations were the Canadian Association for Adult Education and the Canadian Federation of Agriculture. The general theme of the 1944-45 series was *Building Communities for the World of Today*. The topics for this series followed closely the wishes of forum listeners as expressed in a questionnaire filled out by them in March 1944.

A new departure in organizing the discussion panels was tried out this past season. No CBC personnel took part in the discussions on the air. Instead, men from various spheres of interest and different parts of the Dominion, each considered to be an expert on the subject under discussion, were chosen to act as chairmen. The experiment proved quite successful and the chairmen were able to contribute considerably to the discussions and to the interest in the broadcasts. Originating points in the series were well distributed across the country.

There has been a marked increase in farm forum membership in the Maritimes and English-speaking Quebec. In Ontario forums, membership was well maintained in spite of difficult road conditions throughout most of the winter. The largest number of forums meeting on any one night (830, with an average attendance of 16 people) set a new record for the whole of Canada.

During the summer months, when *Farm Radio Forum* was not broadcast, the period was filled by a series of programs designed to entertain and to impart information on special agricultural topics, personalities and districts. Examples of such programs were *Maritime Dykelands* and *Fraser Valley Farming* which dramatized the history of two interesting farm areas, and *Diary of a Hired Man*, depicting the life and experiences of a hired man on an Ontario farm.

In each of the four regions weekly talks on gardening were firmly established and well received. In addition, the department supervised a dramatized gardening show over CJBC Toronto.

Farm programs continued to assist in the difficult farm labor situation in co-operation with National Selective Service and provincial farm labor organizations.

In February a new service was undertaken in the weekly *Farm Review* sent to Canadian troops overseas through the CBC international service. It is a commentary on farm conditions and events in Canada based upon material gathered in the regions by the four farm broadcast commentators.

The aim of *Le Réveil Rural*, a week-day program broadcast throughout the year, on the French network, was to keep the farm people informed and entertained. During the fall and winter months a forum-type program, *Le Choc des Idées*, was presented one evening each week.

Each day at noon the farmers of Quebec were given the latest information concerning market prices and conditions, information of a varied nature on agriculture, and talks by experts. In addition, a majority of the daily programs featured some form of entertainment, such as square-dance orchestras, folklore and light classical songs.

The two major programs of the French network farm broadcast schedule had a large following, even in urban districts, throughout Quebec.

### **Religious and Institutional Broadcasts**

In the field of religious broadcasts, the Sunday half-hour services *Religious Period* and *Church of the Air* continued on the Trans-Canada network. In these periods, representative clergy chosen by the National Religious Advisory Council spoke from various points across the country. The broadcasts originated not only from the main CBC production points but also from other centres. On special occasions opportunity was provided for rural clergy to take part. Broadcasts from establishments of the armed forces in Canada were also arranged in order to illustrate the religious life in the services.

A feature of the religious schedule at Christmas was a special *Church of the Air* broadcast from London, England, in which the sermon was preached by the Most Reverend Dr. Cyril Garbett, Archbishop of York. On Christmas Day a special morning service was broadcast nationally from Winnipeg.

*Morning Devotions*, a fifteen-minute daily worship period, continued locally over CBC stations in each region. Arrangements for speakers in these series were made by local committees of clergy.

Dramatic stories from the Bible continued for the third year under the title *The Way of the Spirit*. Carefully planned by the general editor of the series, Canon J. E. Ward, chairman of the National Religious Advisory Council, the series portrayed various stories from the Old Testament, four broadcasts on the Christmas story, episodes from the life of Christ, a number of well-known Parables, and the story of the First Easter. Comments from listeners indicate that this series is now well established and serving a valuable purpose.

A new feature was introduced this year, coincident with the formation of the Canadian Council of Churches. Titled *World Church News*, it was prepared and presented each Monday by Dr. W. J. Gallagher, secretary of the Council. This series presented news of the Christian churches throughout the world and the relation to that larger picture of the work of Canadian churches and the development of religious life in the Dominion.

The broadcasts of the Midnight Mass on Christmas Eve and *The Way of the Cross* on Good Friday, both from the Grand Seminary in Montreal, were the outstanding religious programs on the French network during the year. In addition, several other services from various points in Quebec, held in observance of religious feasts, were broadcast in whole or in part.

The pattern for the regularly-scheduled religious programs on the French network was similar to that of the English. Included were the broadcasts for shut-ins of the High Mass directly from a church on the first Sunday of each month, the daily periods of morning devotion, a religious talk each Saturday evening, and the popular religious question and answer program, *L'Heure Dominicale*, Sunday afternoons.

In the field of institutional broadcasts, campaigns and community work of various kinds continued to occupy an important place in both network and local CBC broadcasting. This co-operation was extended not only to the two Victory Loan series, but also to the Salvation Army and Community Chest campaigns in the fall, the Red Cross in the spring, to national organizations reflecting various aspects of Canadian life, and to such organizations as Boy Scouts and Girl Guides. Anniversaries of the present war and national celebrations of our allies continued to be represented in special features.

On the French network, time was also provided for domestic and war charities. In addition, the three CBC French-language stations arranged local broadcasts for community organizations desirous of attracting public support for their various campaigns.

### School Broadcasts

During 1944-45 further progress was made in the development of school broadcasting on the basis of co-operation with provincial departments of education; CBC supplying the technical facilities and the Departments of Education arranging the programs. In every province, Departments of Education are now presenting school broadcasts on this basis. In addition, the CBC, with the collaboration of the National Advisory Council on School Broadcasting (representing departments of education, universities, teachers, trustees and, home and school associations), presented every Friday a series of national school broadcasts planned to strengthen a sense of Canadian citizenship in young people. Three of the five courses offered by the CBS *American School of the Air* were also heard in eastern Canada by request of the departments of education concerned. CBC contributed six programs to this series, representing aspects of Canadian history, geography, music, etc. These were heard in an estimated 100,000 classrooms in the United States. In Quebec province, on the French network, CBC provides through its *Radio-College*, educational broadcasts designed mainly for arts students and adult listeners.

The total amount of time on the air given over to school broadcasts in the various regions is now as follows:

Maritimes.....	3¼ hours per week
Ontario and Quebec (English-speaking)....	2¾ hours per week
Prairie Provinces.....	2½ hours per week
British Columbia.....	2½ hours per week
Quebec (Radio-College).....	5¼ hours per week

During 1944-45, 114 half-hour school broadcasts were presented by CBC over the Trans-Canada, Eastern or Mideast networks. Of these, 35 originated in Canada and 79 came from the United States. The majority of the Canadian programmes were broadcast throughout the Dominion, while the American programmes were heard mainly only in Eastern Canada.

Canadian programs included the following series, planned for students of Grades 7-9:

*Conserving Canada* — 11 programs dramatizing the natural resources of the Dominion and the need for conserving them for the people of Canada.

*Adventure in Canadian Painting* — 6 programs dramatizing the lives of leading Canadian artists from Paul Kane to Clarence Gagnon and A. Y. Jackson.

*Our Canadian Writers* — 8 programs dramatizing outstanding works by contemporary Canadian literary figures: Stephen Leacock, Mazo de la Roche, Louis Hémon, E. J. Pratt, etc.

There was also a weekly news review for schools, a series of four Shakespeare readings for senior students, and six programs contributed by the CBC to the *American School of the Air*.

To publicize the programs among teachers and education authorities, the CBC distributed 30,000 copies of a 56-page illustrated booklet entitled *Young Canada Listens*. The national school programs were broadcast over 40 stations and were heard in approximately 4,300 schools with an estimated student audience of 150,000 to 200,000. School listening is, however, seriously hampered by a shortage of receiving sets due to war conditions.



In connection with the series of adventures in Canadian painting, the National Gallery of Canada at Ottawa distributed to the schools color reproductions of pictures by the artists who formed the subject of the broadcasts. Nearly 120,000 of these color prints were requested and purchased by the schools, thus indicating their keen interest in the subject. Many adults, particularly parents, followed the school broadcasts. In some cases, in Ontario and the Maritimes, parents and children who had both heard the same programs, followed them up by further home study out of school hours.

A number of school boards and departments of education have displayed interest in the possibility of using F.M. for educational broadcasting. On the recommendation of the CBC, and in accordance with similar action already taken in the United States, the licensing authority has intimated willingness to allocate F.M. frequencies to school boards and universities wishing to establish their own F.M. educational stations.

On the French network, *Radio-Collège*, now in its fourth year, presented 362 educational broadcasts covering approximately five and one-quarter hours per week. The curriculum covered 14 different subjects.

Each Sunday one complete act of a famous French play was broadcast, accompanied by a suitable scene-by-scene commentary. These broadcasts attracted a considerable audience of English-speaking students both in Canada and in the United States.

Literature was represented on Sundays by *Les Fables de La Fontaine*. Science dealt with metals and with the lives of great scientists. Canadian history portrayed the work of the pioneers in opening up Canada. Geography included a series of travelogues by Raymond Tanghe, based on a coast-to-coast tour of Canada and dealt with the industries and business activities of leading Canadian cities. Biblical studies on Thursdays covered the geographical and historical background of the Bible. Nature study on Fridays dealt with plant and animal life.

The annual exhibition of *Radio-Collège*, held at the Botanical Gardens in Montreal, was attended on Sundays by large groups of pupils with their teachers. The music appreciation programs dealt chiefly with the instruments of the orchestra, and with the folk-music of all nations.

Fifteen thousand copies of the printed syllabus of *Radio-Collège* were distributed in 484 centres throughout the Province of Quebec. Letters of appreciation were received from 217 urban and rural centres.

## Music

An important series of musical programs during 1944-45 was the contribution of eight broadcasts to NBC's *University of the Air*. The cycle, entitled *Canadian Music in Wartime*, included music by Canadian composers only. For most of the selections it was a premiere performance. Some compositions were written especially for the series. A large number of requests were received for the special folder giving program and biographical notes prepared in connection with the event. All broadcasts were carried on the CBC Trans-Canada network as well as by NBC in the United States. Seven of these programs were conducted by J. M. Beaudet, CBC supervisor of music, in Montreal and one by Arthur Benjamin in Vancouver.

The regular winter broadcasts of symphony concerts commenced in October 1944 and continued weekly up to April 1945, over the CBC Dominion network. The series included 15 broadcasts by the Toronto Symphony Orchestra and eight by Les Concerts Symphoniques de Montréal. Six programs by the Vancouver Symphony Orchestra were carried on Sunday evenings. The CBR Symphony was heard in five broadcasts from Vancouver.

As usual, the summer series of "Prom" concerts from Toronto and the Concerts du Chalet from Montreal, were broadcast each week from May to the end of

September, and from Vancouver the CBR Concert Orchestra was heard in a series of Friday evening concerts.

Ten Bach Cantatas were heard as a Sunday night feature during the winter season. Preceding the cantatas, six programs were devoted to performances of the Brandenburg Concerti. Both series were presented from Toronto, conducted by Ettore Mazzoleni.

During the year arrangements were made for CBC to contribute two programs, as in the previous season, to the NBC winter series, *Music of the New World*. One was broadcast from Montreal, the other from Toronto.

A special series was arranged for the performance of the five prize-winning compositions in the annual Canadian Performing Rights Society competition for Canadian composers. Christmas music of a special nature included a performance of the *Messiah* by the Mendelssohn Choir from Toronto. Fauré's *Requiem* was presented from Montreal as a Good Friday feature and César Franck's *Béatitudes* on Easter Sunday. A number of special programs were also arranged to mark anniversaries during the year.

In the field of string music the weekly *Serenade for Strings* was continued from Montreal, the CBC String Orchestra was heard in a series from Toronto, and from Vancouver *Classics for Today* was broadcast.

The Sunday afternoon *Chamber Music* period was continued throughout the year with programs by Kathleen Parlow, violinist; the CBC Concert Trio in the complete cycle of Beethoven trios; the Parlow String Quartet; and a special series of chamber music recordings from Vancouver with commentary by Arthur Benjamin.

Recital periods included the weekly *Masterworks of the Pianoforte*, half-hour recitals, and the regular daily afternoon recitals in which promising artists were heard in addition to those with an established reputation. A two-piano recital series was heard weekly on the Dominion network, and various artists performed a recital series from Vancouver and Halifax.

The majority of network music programs were carried on one of the English-speaking CBC networks (Trans-Canada and Dominion) and the CBC French network.

Programs of lighter music on the CBC networks included *Songs of Empire* from Vancouver, *Linger Awhile* from Winnipeg, *Music in the Night* from Halifax, *Latin-American Serenade* and *Songs of the Volga* from Toronto, and a special summer series of musical comedy hits from Montreal.

As usual, throughout the year, much of the best music offered by American networks was also carried by CBC, including such important features as the New York Philharmonic Orchestra, the Metropolitan Opera, concerts by the Cleveland Symphony and others.

## Drama

The drama department was responsible for the production of approximately 240 half-hour plays during the fiscal year. These plays were produced in regular series from Toronto, Montreal, Winnipeg and Vancouver, with high standards of dramatic production being maintained.

Of the number presented, approximately 80 per cent were written by Canadian authors. Since it is the policy of this department to foster and encourage Canadian writing of radio drama, it is encouraging to note that over 70 different Canadian authors were represented in the Corporation's program schedules.

*Stage 45* played from October to June on the Trans-Canada network. The series followed the general pattern of its predecessor, *Stage 44*. Its purpose was two-fold: to encourage Canadian playwrights to write what they wanted to write; and to present to the listening public a definitive view of the kind of writing of which Canadians are capable. The series has provoked considerable comment and discussion, and received several distinguished awards.



The past year witnessed the spectacular growth in popularity of the program *Radio-Carabin*. This hour-long variety show, with its new format, has taken its place at the top of most French-language broadcasts in Quebec. The script is prepared from humorous material and ideas submitted by students of the University of Montreal. Actors and singers are students who perform in the show with a professional orchestra.

In the field of straight drama two series were added to the French network during the year: *L'Enfant des Rives* and *Coupable ou Non*. The former deals with the life, traditions and aspirations of the French-Canadian, particularly the country people. *Coupable ou Non* is lighter in character and features dramatic sketches of world-famous trials humorous in character.

*Radio-Théâtre*, the program featuring radio adaptations of famous French film scenarios and starring leading French-Canadian artists, was again scheduled on the French network.

### Feature Broadcasts

In feature broadcasts the weekly program of the three fighting services *Comrades in Arms*, continued to report each Wednesday evening on their activities at home and in the field. This program has come to be recognized as a medium for the dissemination of information and instruction to forces personnel and civilians alike, on matters pertaining to week-to-week developments and especially rehabilitation. First-person accounts by public relations officers, who have visited the theatres of war for the specific purpose of gathering dramatic material in actual operational zones, were also broadcast in this Trans-Canada network series.

This department cooperated with the Department of National Health and Welfare to develop and produce a dramatized series of broadcasts on the control of venereal disease. The utmost care was taken in all scripts to ensure suitability for broadcasting and accuracy of statement. This was a decisive factor in the effort to dissipate the prejudice and ignorance which surround this serious national health problem. The success which the series achieved, and the approval given not only by the general public but by recognized leaders in the field, have done much to establish such a form of co-operation with government departments as a standard for future operations of a similar nature. It also reveals that the Corporation can, and does accept its public responsibilities.

Outstanding among the series of broadcasts developed for the Dominion network was *Portrait of a Woman*, a 26-week sequence of historical documentary programs. Another series based on the story of chemotherapy, was presented under the title *War Without End*. This involved scientific subject was ingeniously translated into popular terms by Theodore Kober, latterly of the Banting Institute.

As in other years, special efforts were made to mark important public holidays, national feast days and anniversaries, with original and appropriate features. On Dominion Day, for example, a program was produced for the BBC under the title *Prairie Soldier*, and received an enthusiastic reception in Great Britain.

To assist the Red Cross in its annual appeal for public financial support, four major dramatic productions were undertaken and produced by Norman Corwin and William Robson of CBS, Rupert Lucas, editor-in-chief of *The March of Time*, and J. Frank Willis, CBC supervisor of feature broadcasts. Four other features, based on material gathered largely in the European theatre of war by CBC overseas personnel and other war correspondents, and dealing with the Red Cross work in the field, were presented to coincide with the Red Cross campaign. At the request of the National War Finance Committee, 12 feature broadcasts were presented from Toronto, Winnipeg and Vancouver during the Seventh Victory Loan campaign.

A marked increase was noted in the percentage of new acting talent given opportunities to appear, in many cases for the first time, during the year. Several new writers of promise contributed manuscripts during the season.

The most ambitious feature program broadcast in a number of years was inaugurated on the French network toward the end of the year under review. Each Sunday night for a full hour on *Canadiana*, listeners heard a Canadian concert orchestra playing the works of Canadian composers, interviews and talks by Canadian writers and artists, and the story of a Canadian city or province to which tribute was paid. English-speaking Canadians from all parts of the Dominion have taken part in the program and spoken to their French Canadian compatriots in their own language.

Throughout the year, feature broadcasts were developed for the French network to mark historical, religious or topical events of importance. The observance of Good Friday in Quebec, and the liberation of Paris were two such occasions.

### **Children's Programs**

The principal series devoted to the home entertainment of children during the year were continuations of the well-established favorites, *Children's Scrapbook* and *Just Mary*. The first of these is a weekly variety program, broadcast on Saturdays, containing entertainment and instruction, music, historical and biographical sketches, classics retold in dramatic form, book reviews and humorous dialogue. *Just Mary*, now completing its sixth year, is a weekly narrative story for the very young, broadcast on Sundays.

Special features for very young children included *The Magic Chord*, a series of 12 Christmas features in dramatic form, and *Magic in Spring*, a similar series of ten designed for Easter.

The entertainment of the younger generation of French Canada is an important feature of the French network. Every other day of the school year, just before suppertime, youngsters listen to *Il Etait une Fois* to hear dramatic sketches of world-famous fairy tales and the story of many of the folklore songs they have heard their elders sing.

Older boys and girls have their turn, too. Each Saturday evening the French network carried *Questionnaire de la Jeunesse*. This was a quiz show with students of Montreal and Quebec City junior high schools participating. The program was popular not only among the participants, but also with school authorities and parents. In Montreal alone 200 schools actively cooperated with the CBC. Each week, two teams from different schools took part, and this element of competition has done much to keep listener interest high. The students of the winning team were given prizes.

### **International Exchange Programs**

CBC broadcast a number of special programs for the United States networks during the year. An interesting development in this field of exchange programs was the sending to Cincinnati's powerful station, WLW, of a number of recorded features. CBC reporter John Fisher did 15 programs including *Caviar in the Bush*, *French Christmas*, *O Canada*, *Frontier College* and *Canada's Santa Claus*. Ethelwyn Hobbes and Joan Marshall, CBC women commentators, contributed to WLW's *Consumer Foundation*, *Your Morning Matinee* and *Home Forum*. In return, Miss Ruth Lyon of WLW sent monthly contributions to Joan Marshall's daily program on the CBC Maritime network.

Two important exchange items — the CBC contributions to NBC's *Music in American Cities* and *University of the Air* (*Canadian Music in Wartime*) — are referred to on page 16 under the section on music.

From the United States networks the CBC has taken many outstanding public service features. These included *Words at War*, *The World's Great Novels*, *Pacific Story*, *Author's Playhouse*, and *Atlantic Spotlight*. Outstanding serious music programs were *NBC String Quartet*, *Music from the New World*, *First Piano Quartet* and *Sinfonietta*.

Several BBC features were carried daily on the Trans-Canada and French networks — news, talks and commentaries, *Radio Newsweek*, *Frend Lane Family* (now *The Robinson Family*), etc.

In addition, many special features were broadcast to mark national holidays and anniversaries. The Christmas Empire broadcast, with the annual message from His Majesty the King, included, as usual, a CBC contribution. On Dominion Day, 1944, the CBC prepared a special feature, *Prairie Soldier*, which was also broadcast by the BBC.

### **CBC Dominion Network**

In August 1944, when a Dominion network manager was appointed, this new CBC network had been operating some seven months and agreements with private stations as network affiliates already existed. Program distribution extended from Victoria to Sherbrooke, and was later extended to the Maritimes. A program budget was set up to provide a limited amount of CBC non-commercial program service.

In August 1944, a meeting with Western station operators was held in Calgary at which understandings were reached on such matters as private station originations, obligatory non-commercial program service, the ultimate necessity for dropping Trans-Canada network service from Dominion network stations, etc.

On this latter point, reasonable compensation to stations affected seemed assured by the bright prospects for evening network commercials and for an early settlement of daytime network rates which would make possible the placement of daytime commercials. Exclusive identification with the Dominion network was planned for September 1945.

On the matter of obligatory service, definite policy was laid down requiring affiliated stations to carry a minimum of seven hours a week; the placement of commercial programs in reserved time periods was not to have the effect of reducing non-commercial service. In such cases acceptance of the commercial program was to be contingent upon the clearance of a substitute period for the displaced non-commercial.

The setting up of reserved time periods presented many complexities: time zones and the local schedule problems of affiliates had to be considered, while the development of American network commercials in fixed periods dictated many adjustments before the final schedule of reserved time was issued. In September 1944, a reserved time schedule was established which provided for four and one-half hours of national network periods in peak evening hours to become obligatory. In addition a split network service on an east-west basis was drawn up, with reserved time periods intended to be especially favorable for regional listening. This additional obligatory service went into effect at the end of the year.

There are indications that some of the Dominion network's non-commercial service already has established itself as first rate entertainment. It is intended to formulate a basic schedule pattern of standard program types in regular and fixed periods. For example, permanent periods will be established for news and commentaries, symphony presentations, feature sports programs, special BBC contributions for Canada, recitals by important artists, actuality broadcasts, etc., and originations will be encouraged from affiliated stations.

### **Announcing and Broadcast Language**

During this year there has been no significant change in the problems faced by this department. Owing to war conditions affecting manpower, there have many been changes in the announcing personnel.

The department supervised and corrected the general standard of speech of CBC announcers, and issued directives and advice on pronunciation and on style in writing news and continuity. It is felt that standards have been fairly well maintained.



The war caused a great extension of the geographic areas in which the ordinary listener was interested; foreign names and places, of which few people had heard five years ago, occurred daily in the news bulletins. The newspapers and news collecting agencies of North America agreed upon a common policy of spelling such names, based on the recommendations of the National Geographic Society. Many of these spellings and names were in the nature of a departure from old and sometimes conflicting practices—Ankara for Angora, Kleve for Cleves, Istamboul for Constantinople, etc. Parallel changes were to be observed in the pronunciation of foreign names; possibly owing to the greater opportunities for travel that have existed since 1918 and to increased interest in the study of foreign languages, a less insular attitude to the pronunciation of foreign names has become general. The general tendency was to adopt foreign pronunciations so far as they could be rendered by customary English sounds in the rhythm of English speech.

Most young people today have learned to pronounce Montevideo with an English approximation to the vowel sounds and rhythm of the Spanish pronunciation; people who left school thirty years ago still tend to cling to the completely anglicized form with stress on the syllable "vid." The policy of the CBC in this matter has been and still is to pronounce such words with reasonable care to bring the original foreign sound into line with sounds and rhythms of English speech.

Announcers should sound neither ignorant nor consciously superior. The important thing is that listeners should be able to recognize names and identify them with what they read in their newspapers or see on their maps. Certain place names like Paris, Warsaw and Madrid have acquired a standardized English pronunciation; to pronounce them otherwise is an affectation. In many borderline cases whichever pronunciation is adopted will please some and offend others. Only time will decide which, if any, is to become standard among English-speaking people.

### **Traffic**

Because it is so entirely functional in character, the work of the traffic department is one of the least conspicuous of the Corporation's activities. Yet, in keeping pace with the growth of network broadcasting, it has constantly to meet new and more complex problems of program reception and distribution as well as the increasing traffic load.

One notable service performed by this department was the handling of broadcasts from Quebec City during the war conference in early September. From a group of improvised studios in one of the hotels housing radio, press and other accredited representatives, network circuits and lines were set-up connecting with BBC, NBC, CBS, MBS, and Blue, as well as the three CBC networks. Over 100 special broadcasts, mostly news commentaries, went out from these studios during the two weeks of the conference. A similar set-up and routine were used for the UNRRA conference in Montreal, which followed immediately after the Quebec meeting.

The introduction of the Dominion network has added considerably to the network mileage in use by the CBC. With only one network in operation the mileage is 7,601 for the English and 1,177 for the French, a total of 9,078 miles. When Trans-Canada and Dominion are both in operation the mileage is increased by 4,516 to a total of 13,594 network miles. Although the Dominion network covers much the same territory as the Trans-Canada, the additional mileage does not equal the single or basic network mileage for the reason that part of the basic service is used for the Dominion network and the additional 4,516 miles represent only the parallel or duplicate mileage necessary to establish the second network.

Through its combined networks the CBC now has program distribution facilities constantly available to all but a small number of the broadcasting stations

throughout Canada. Service to these remaining stations is made available upon special occasions by extension of the network over additional lines. In two instances where suitable lines are not available, programs are received from one or other of the high-powered CBC network stations and rebroadcast locally. Thus the Corporation can now distribute important broadcasts to all broadcasting stations in the Dominion.

### *International Service*

The new international service, operated by the CBC for the Canadian government, commenced test operations on Christmas Day, 1944, with a daily three-hour transmission beamed to Europe, using the short wave facilities described in the engineering division section (page 30 and 31). These test transmissions were continued until February 25, 1945, the date of the official inauguration of the service, at which time the schedule increased to 50 hours per week, beamed to Europe.

The installation of a second transmitter and additional arrays will result in increased services to other parts of the world, and the service should be in full operation during 1945.

All programs of the international service are routed from the studios at Crescent Street in Montreal by land lines to Sackville, New Brunswick. No program operations are involved at the latter point other than emergency standby programs of recordings, for use in the event of line failure.

During the period under review, programs totalling 50 $\frac{1}{4}$  hours per week were broadcast in English, French, German and Czech, but the service was directed principally to Canadian armed forces overseas. A modest schedule of programs in other European languages is contemplated during the next fiscal year.

The programs to the troops consisted almost entirely of rebroadcasts of Canadian network programs and news broadcasts. It was recognized that the most important duty of the international service at this stage was to provide the best possible entertainment and information for the armed forces overseas, at the most appropriate times.

In this connection it should be noted that, owing to the time differences between Canada and Europe, practically all home network programs (except news) must be recorded for delayed release. Mention should therefore be made of the public spirit and cooperation of musicians' unions which have waived their rules covering recordings to permit the fullest possible use of Canadian programs in the service to the forces abroad.

Programs directed especially to European audiences have, for the most part, taken the form of a "newsreel" type—a short program made up of various items such as news, talks and features dealing with various Canadian aspects of interest to a foreign audience.

It is obviously impossible, under the present conditions, to obtain statistical information which will give a reliable picture of the size of the listening audience in Europe, but there does appear to be a considerable interest in *The Voice of Canada*. For example, *Le Bulletin des Ecoutes Radiophoniques*, a monitoring summary prepared by the French listening posts, devoted a great deal of space daily to quotations from Canadian broadcasts, the material being given a place of prominence in the reports.

No clear picture is yet available as to the number of Canadian troops in the United Kingdom or on the continent who were able to hear these broadcasts, but arrangements have been made by army authorities for the rebroadcasting of the international service programs over camp transmitters.

The CBC believes that great emphasis should be laid on the importance of encouraging rebroadcasts of short-wave programs by local stations in various countries, and a start was made to develop exchanges of this kind. Several special programs have already been relayed by the BBC which, in addition, has used its



powerful medium-wave transmitters of the European service for relays of a weekly 15-minute program to France called *Les Actualités Canadiennes*.

Weekly programs in French and German were also relayed from time to time over the short-wave networks of the United States and special talks in a variety of languages were used by the Office of War Information in the United States.

### COMMERCIAL DIVISION

The standard and quality of sponsored programs on all networks continued to improve in spite of talent difficulties and many problems encountered by sponsors and their advertising agencies in this fifth year of the war. At all times, close co-operation existed between the Corporation, sponsors and their agencies. Sponsors generally were interested not only in selling goods and services but also in assisting in the war effort. To that end they continued mainly with institutional broadcasting activities and gave freely of their network time in support of the Victory Loan campaigns, War Savings Certificate and Stamps drives, campaigns on behalf of the Canadian Red Cross, appeals for magazines, books and sporting equipment for the troops, paper and fat salvage, farm labor, anti-inflation and conservation appeals, and many others including appeals for funds to aid the children of Britain, Russia and other countries.

During the period reviewed, sponsored programs occupied 19.6 per cent of all network broadcast time, or an average of nine hours daily on all networks. This was an increase of 2.9 per cent over the previous year. Sponsored programs were scheduled on the CBC Trans-Canada, Dominion and French networks, and on subsidiary hookups.

The commercial activities of CBC-owned stations were confined almost exclusively to network broadcasting. Therefore, sponsors of local and national spot programs, including spot announcements, placed the greater part of their business with privately-owned stations.

#### *Trans-Canada Network*

Among the many sponsored daytime programs employing Canadian talent were *The Happy Gang*, *The Liptonaires*, *Soldier's Wife*, and *They Tell Me* featuring Claire Wallace.

Evening programs included *Victory Parade* with Mart Kenney and his orchestra, broadcasting from army, navy and air force camps as well as from various war plants across the Dominion. This series from camps ended on December 29 with the 200th broadcast. *Singing Stars of Tomorrow*, a series of Sunday afternoon programs, featured young Canadian talent from all sections of Canada competing for three musical scholarship awards. *L for Lanky* told of the heroic exploits of the R.C.A.F. Among dramatic programs were *John and Judy*, *Curtain Time*, and *This is Our Canada*. Variety and musical shows included *Jolly Miller Time*, *Voice of Victor*, *Musical Mailbox*, and the quiz program *Share the Wealth*. Heard every Saturday night during the winter season were the *N.H.L. Hockey* broadcasts, excerpts being recorded for later broadcast to the troops overseas.

Daytime programs originating in the United States and scheduled on the Trans-Canada network included such popular features as the serials *Road of Life*, *Ma Perkins*, *Pepper Young's Family*, *Woman of America*, *Lucy Linton*, *Big Sister*, and *The Breakfast Club*.

The regular Saturday afternoon *Metropolitan Opera* broadcasts from the stage of the opera house in New York, were again heard across Canada.

Evening programs originating in the United States, included many high-rating attractions such as *Lux Radio Theatre*, *Fibber McGee & Molly*, *Big Town*, *Waltz Time*, *Album of Familiar Music*, *Kraft Music Hall* featuring Bing Crosby.

### **Dominion Network**

The CBC Dominion network entered its second year of operations with definite progress recorded. Many varied, worthwhile and popular programs were scheduled from coast to coast. Among those employing all-Canadian talent were *Music for Canadians*, the Sunday afternoon musicale series featuring Ernest Seitz, pianist, *Command Performance* conducted by Sir Ernest MacMillan, which also included dramatizations of the gallantry of those awarded the V.C., *Canadian Carcade*, a weekly parade of Canadians in the news, provided stories of real people, heroes on the home front and in the battle line, in the form of interviews and dramatic re-enactments, interspersed with music and entertainment.

From Vancouver came *Grand Old Songs, Now it Can be Told*, a dramatic series, and from Winnipeg there were *Rhythm and Romance* and the Saturday night *Red River Barn Dance* series. The musical series, *Light Up and Listen*, was broadcast from Montreal again, tying in from New York such commentators as Quentin Reynolds and W. W. Chaplin.

Programs originating in the United States and scheduled to the Dominion network included *Radio Hall of Fame*, *Radio Reader's Digest*, *Texaco Star Theatre*, and *Information Please*. Two others featured artists who began their radio careers in Canada, the *Contented Hour* conducted by Percy Faith, and the *Alan Young Show*. Other popular programs were *Bob Hope*, *Jack Carson*, *Frank Morgan*, *The Aldrich Family*, *The Thin Man*, *Blind Date*, *That Brewster Boy*, *National Barn Dance*, and the Friday night boxing contests from Madison Square Gardens, New York.

### **French Network**

An increase in the number and variety of sponsored programs was also observed for the French network. The personnel of the commercial division in Quebec gave much assistance to sponsors and their agencies in the creation of programs designed to reach French listeners in the important market areas throughout the province. Among daytime programs regularly broadcast were the variety shows *Joyeux Troubadours*, *Les Liptonaîtres*, *Les Alouettes Eveready*, and the singing and piano team *Colette et Roland*.

Among the quarter-hour serials were *Vie de Famille*, *Quelles Nouvelles*, *La Rue Principale*, *Grande Sœur*, *Tante Lucie*, *Jeunesse Dorée*, *La Métairie Rancourt*, and *Pierre Guérin*. Other shows were *Courrier-Confidenciers*, featuring talks on home economics, and *Le Quart d'Heure de Détente*, a program of music and dialogue.

Among the evening musical and variety shows on the French network were *Les Soirées Canadiennes*, *Les Ménestrels Robin Hood*, and *Fantaisies Musicales*. Also the dramatic show *Jac Badeloque* and the *Métropole* series. N.H.L. Hockey broadcasts were scheduled from the Montreal Forum.

When programs originating at other points in the Dominion or with the U.S. networks were suitable for broadcast over the French network, translations of the English scripts were made by CBC translators at Montreal. These programs were mainly of the musical type and included *Command Performance*, *Victory Parade*, the *Metropolitan Opera* broadcasts from New York, and also *Waltz Time* and *Album of Familiar Music*.

Of the total number of sponsored programs broadcast over the French network, 85 per cent were produced and originated from Montreal, largely by CBC personnel.

### **Subsidiary Hookups**

Hookups of two or more privately-owned stations are subsidiary to the regular networks and are usually confined to provinces or regions. During the fiscal year sponsored subsidiary hookups occupied some 570 hours of broadcast time (exclusive of political broadcasts) and were confined principally to stations within the main market areas of Ontario and Quebec. Toronto originated 21.8 per cent and Montreal 68.1 per cent.

Sponsors using these facilities also gave generously of their hookup time for appeals to the listener to support the Victory Loan campaigns and the many other essential services contributing to Canada's war effort.

### ***Political Subsidiary Hookups***

During the period under review, provincial elections were held in the provinces of Quebec, Saskatchewan, New Brunswick and Prince Edward Island and subsidiary hookups were purchased within each province during the election periods by the various political parties.

The Quebec Liberals paid for forty-one hookups occupying a total of  $18\frac{3}{4}$  hours broadcast time, L'Union Nationale ten hookups of  $4\frac{3}{4}$  hours, and Le Bloc Populaire fifty-six hookups totalling  $26\frac{1}{4}$  hours. In Saskatchewan the Liberals paid for nine hookups occupying 4 hours of broadcast time while the CCF paid for one hookup occupying  $\frac{1}{2}$  hour. In New Brunswick the Liberals paid for ten hookups occupying  $4\frac{1}{2}$  hours, and the Progressive Conservatives paid for four hookups occupying 2 hours. In Prince Edward Island all political parties confined their broadcasting to local stations only.

### **PRESS AND INFORMATION SERVICE**

Every available means was used by the press and information service, within the limitations of staff and budget, to disseminate information about CBC programs and activities. This was done by press releases, program schedules, pamphlets, manuals, posters, paid advertising, microphone publicity, photographs, mats and plastic stereos, motion pictures, special articles, exhibits, speeches, and through other channels which were made available from time to time.

In general, the press relations of the Corporation have shown a noticeable improvement and an increasing number of publications requested information about radio programs and personalities for their readers. New publications have been started for radio information and program listings and existing publications have opened new radio departments or expanded present service. There can be little doubt, however, that if listeners in all parts of the Dominion are to receive an adequate, regular and continuous supply of information about programs, the present methods are not sufficient; they should be supplemented by a national publication issued by the Corporation.

Program schedules, with information and listings, were issued weekly on a regional basis to most dailies, weeklies, and other publications. They were accompanied by mats or plastic stereos, which were used extensively by weekly newspapers. Schedules were sent also to various organizations and individuals, so far as was economically possible.

*Neighborhood News* commentators in each region continued their co-operation with the weekly press through weekly newspapers associations, and their Sunday broadcasts were a strong favorite with rural and urban listeners alike. The same was true of *La Revue des Hebdomadaires*, heard on Saturdays over the French network.

Daily periods, as well as spot announcements, were used on all CBC stations, French and English, to give up-to-the-minute program information. The French network had special programs to tell its listeners about the CBC, and Jean Hinds gave a fifteen-minute talk twice a week to Prairie listeners on general topics and CBC activities in particular. She supplemented this by trips throughout the region to give talks to various local organizations in the smaller centres.

Special talks were given on the networks from time to time by CBC officials about the Corporation's activities or policies and copies of these broadcasts were made available to the public in printed form.

In addition, CBC personnel were frequently invited to speak before service clubs, women's organizations, as well as literary, musical, educational, business and other groups, on the relation of the CBC to their particular spheres of interest.



### **Publications**

During the year, in addition to some 5,000 program schedules each week, about 750,000 pieces of printed matter dealing with various aspects of CBC program operations were issued to the press, radio stations and organizations, and the listening public. These were in the form of manuals, pamphlets, folders, posters, printed talks, handbills, etc.

They included: *CBC Monthly Guide*, issued to teachers, musicians, libraries and others to publicize educational and cultural programs; *Young Canada Listens* and *Radio-College*, manuals for teachers giving detailed information about school broadcasts; *Radio Talks for Women*; *CBC Listening Circles*, for women; *Citizens' Forum*; *National Farm Radio Forum*; *CBC Chart of Child Needs*; *Stage 25*; *Just Mary*, for children; *Report to CBC Shareholders*, by the Chairman of the Board of Governors; *Canada's New Voice*, a talk about the CBC international service; *Radio-Carabin*, *Canadienne*, and other French network programs; *Canadian Music in Wartime*; *The Way of the Spirit*, concerning dramatized Bible stories; *D-Day on a Canadian Destroyer*, a talk by L. W. Brockington; *Analyzing the Havana Treaty*, a technical treatise on frequency allocations; *The Battle of the Moro River*, a broadcast by Matthew Halton.

Many talks were issued in mimeographed form, when the demand from listeners warranted publication.

Distribution of this material varies, but in each case the most efficient channels were used. In some cases, copies were mailed to listeners; in other cases, bulk quantities were sent to provincial organizations who distributed copies to their members. This latter method was used for educational, farm and other publications. On occasion, printed matter was sent to radio stations for distribution to listeners in their communities.

### **STATION RELATIONS DIVISION**

The work of the station relations division, during the fiscal year covered in this report, has been of particular interest. Marked advance has been made toward closer working affiliation with private stations which have been designated as basic stations of the Corporation's Trans-Canada, Dominion and French networks. This was brought about by regional and national meetings between Corporation officials and private station operators. These meetings provided opportunity for discussion of the many and varied problems of both interests.

This fiscal period also embraced extensive organization work in connection with the federal and provincial political campaigns. The plan for allotment of free network time to qualifying parties under the CBC "white paper" policy was reviewed and the CBC met with representatives of the parties for open discussion of the various points in connection with these campaigns. A set of guiding principles was tabled and the adoption of these and other rulings was mutually agreed upon by all political parties. This preparatory work enabled the parties, the Corporation and private stations to be in a position to proceed immediately with their plans when election dates were announced and campaigns opened. Subsequently station managements, party campaign headquarters, advertising agencies and station representatives received copies of guiding principles and rulings and also a precis of regulations and policies pertaining to political broadcasts during election campaigns. Close liaison was maintained with the Canadian Association of Broadcasters, whose president attended meetings of the representatives of the Corporation and of the qualifying political parties.

In connection with the general provincial elections in Saskatchewan, Alberta and New Brunswick, a CBC station relations representative represented the Corporation in the field and thereby rendered service locally to the various campaign managers.

The demand for statistical data and special reports compiled by station relations in connection with the program service of the Corporation increased and indicated the value of this service both internally and to allied outside interests. The CBC annual statistical report prepared by this division was sent to broadcasting companies throughout the world and distributed widely among the radio industry, the press, and other interested organizations and individuals.

### ***Total Program Production***

During the fiscal year reviewed 54,962 programs, representing 16,646.55 hours, were broadcast on the CBC Trans-Canada, Dominion and French networks. These figures include both sustaining and commercial network activities but do not include local sustaining or commercial programs broadcast by CBC or privately-owned stations. Of the total hours of operation, 80.4 per cent were devoted to sustaining programs with the remaining 19.6 per cent commercial.

About half the program service, 50.8 per cent, was carried on Trans-Canada regional networks, 17.7 per cent on a national basis, and 27.5 per cent was released on the French network exclusively. This did not include more than 400 additional hours of service supplied to the French network from the Trans-Canada and Dominion networks.

Dominion network operations accounted for 6.2 per cent of total hours of broadcasting, or 1,042.15 hours. The Dominion network operated during limited periods each day in contrast to the continuous operation of the Trans-Canada and French networks.

This year's over-all operations showed an increase in broadcasting of more than two hours daily, resulting from increased commercial activity.

### ***Origination of Programs***

Eighty-five per cent of all sustaining hours were programs originated by the Corporation, 8.9 per cent were those carried on exchange basis from the U.S. networks, and 6.1 per cent from the BBC. The CBC originated 2.7 per cent more of its own programs and took 3.8 per cent fewer incoming American network features. Sustaining programs imported from the BBC amounted to 819.55 hours, a 1.1 per cent increase over last year.

Montreal studios continued to originate most sustaining network programs with a contribution of 29.1 per cent of all sustaining hours. Toronto originated 17.2 per cent, Vancouver 13.9, Winnipeg 8.6, and Halifax 8.4.

Summing up originations of sustaining programs, 11,370.40 hours were produced last year by the CBC in cooperation with private stations in Canada; the remaining 15 per cent (2,007.53 hours) was composed of exchange programs from U.S. networks and the BBC. Of the 3,268.20 hours of commercial programs heard 1938.05 hours originated in Canada and 1,330.15 hours were from the United States. Montreal originated more than half the Canadian commercial programs, followed by Toronto and Vancouver. The remainder came from various other production points throughout the country.

### ***Program Classification***

Slightly over one-half the entire sustaining schedule was devoted to musical programs and just under one-half was made up of spoken word broadcasts. Light music, embracing semi-classical, light, old-time, dance and band music, consumed the largest proportion of sustaining time—39.3 per cent. The second largest classification was news commentaries, events and resumé's which amounted to 19.5 per cent. Then followed serious music with 8.8 per cent, talks 7.1, agricultural programs 6.3, and drama 5.7. The remaining classifications occupied 13.3 per cent.



In commercial presentations, more than half of the entire time was taken up by drama. This category was followed by variety with 23.1 per cent, then light music, sports, serious music, talks, and women's programs, which occupied between them 23.6 per cent of time.

### ***Good Taste Acceptance***

An average of 2,000 pieces a month of commercial copy for products which some under the purview of the Proprietary or Patent Medicine Act or the Food and Drugs Act, through CBC Regulation 12, was cleared through the Department of National Health and Welfare for validity of claims and checked by the station relation division for good taste acceptance. When cases arose in connection with this activity where a clearer understanding of the requirements appeared imperative, meetings were arranged between Canadian and American officials of advertising agencies and officials of the Department of National Health and Welfare at Ottawa. These were most effective and credit is due the department for its cooperation with the Corporation regarding CBC regulatory requirements in this field of commercial copy.

The Corporation prepared a draft of an affiliation agreement between the CBC and privately-owned stations of both CBC networks. The terms of this agreement were discussed during meetings held in Montreal with representatives of Trans-Canada and Dominion network stations. Revisions and suggestions put forward by the stations were discussed during these meetings and changes mutually agreed upon will be incorporated in the final draft of the agreement to be presented to stations for their acceptance.

Throughout the year the station relations division maintained its contact with private stations, affiliated associations and agencies and dealt with matters pertaining to CBC regulations and policies.

## **ENGINEERING DIVISION**

### ***Operations***

While there has been little change in wartime problems faced by the engineering division, the situation with regard to the shortage of manpower eased to some extent. This was brought about by the fact that most of the employees of the CBC eligible for military service are now on active service and have been replaced by ineligible war temporary employees. As a result of war emergency measures taken some three years ago, these war temporary employees have been trained in CBC operations and, under the guidance of a few of the senior members of the staff, have taken over the technical operation of plants in the field.

The situation regarding procurement of equipment remained a serious problem but eased by war emergency measures taken earlier which provided for a limited amount of construction and manufacturing in the Corporation's own shops. During the year an operations department was organized at engineering division headquarters in Montreal, in order to give greater emphasis to operations and to facilitate contact with the field.

### ***Special Services***

The CBC continued to operate four mobile units overseas with a staff of six engineers. Two of these units accompanied the Canadian forces in the invasion of Normandy and when the Canadian army in Italy moved to northern Europe early in 1945, the CBC mobile unit in Italy moved with it.

Early in the summer of 1944, at the request of the Department of National Defence, Gordon W. Olive, CBC Chief Engineer, made a brief trip overseas. His purpose was to investigate the best technical means of ensuring adequate reception by Canadian forces of radio programs designed for their listening; the programs in question were those broadcast by the *Forces Network Service* in the United

Kingdom and Europe, and by the CBC high-powered short-wave transmitter at Sackville, N.B. A report was submitted and later implemented. Three CBC engineers, on leave of absence with the armed forces, were seconded to this unit to supervise the technical operations which involved not only camp listening but also the use of the necessary mobile short-wave receiving stations abroad.

During the year also the CBC engineering division was represented at the Commonwealth Broadcasting Conference held in London in February and March 1945, by the Chief Engineer and the senior engineer, international service.

### *New Construction*

HALIFAX — Additional studio and office accommodation was provided in Halifax to accommodate CBH, a new CBC outlet, powered at 100 watts. Although this station was placed in operation in September 1944, the actual construction will not be completed until the summer of 1945.

DARTMOUTH, N.S. — A CBC short-wave diversity receiving station for use in connection with reception of broadcasts from the European theatre was completed and placed in operation in May 1944.

SACKVILLE, N.B. — The addition to CBA transmitter building to house the new international service short-wave station was completed. The short-wave transmitter for this service went on the air for the first time in December 1944. This project involved the purchase of additional property, drainage and dyking of low-lying lands, and erection of a large building incorporated into the existing CBA building. The entire air conditioning, heating and water supply systems associated with the original building were revised, increased in size and tied into one system. A complete short-wave antenna comprising steel and wooden towers, ranging from 165 feet to approximately 400 feet in height, with arrays, switching and lighting gear, miscellaneous wooden pole arrays, transmission lines, concrete bases, guys, etc., was erected. In the town of Sackville four duplex residences were constructed to provide living quarters for new staff.

QUEBEC CITY — New studios were completed in the Palais Montcalm at Quebec and occupied in March 1945. These studios replaced the accommodation formerly occupied by the Corporation in the Chateau Frontenac Hotel.

MONTREAL — Ten thousand square feet of floor space was leased on Crescent Street in Montreal to house studios and offices for the new international service. Extensive building alterations were completed and the space was occupied in December 1944.

Preliminary negotiations were carried out between the City of Montreal and the CBC to obtain a site for a proposed F.M. transmitter on Mount Royal. An order was placed for a 3,000-watt F.M. transmitter but because of uncertainty as to the operating frequency that could be assigned for F.M. broadcast operation the major project was delayed. The CBC operated a 100-watt F.M. transmitter in Montreal on an experimental basis, with a frequency of 45.7 megacycles, using call letters VE9FM.

TORONTO — Property and buildings on Jarvis Street owned by Haverger College and latterly occupied by the R.C.A.F., were purchased to provide more accommodation and to amalgamate the various CBC offices and studios located in different buildings in Toronto. The alterations were commenced in December 1944, and had sufficiently progressed by February to permit the transfer of the CBC departments located in Prudential House, 55 York Street, to the new offices. Work on the new studio section to accommodate the Toronto studio staff located at 805 Davenport Road, and also the CBC shop and garage, was undertaken and should be completed early in the summer of 1945. Completion of the work on this project will make available larger studios and ample office accommodation to meet present needs in this area. The CBC Concert Studio and Playhouse in Toronto will still be retained for audience programs.

Preliminary tests were completed in the Toronto area in connection with the installation of an F.M. broadcasting transmitter, but the actual work on this project has been delayed until more definite information is available on frequency assignment for F.M. broadcasting generally.

DIXIE, ONT. — Alterations to the premises and installation of a 5,000-watt transmitter for CJBK were completed and the station operated with that power.

HORNEPAYNE, ONT. — A new low-powered relay transmitter was installed to carry CBC network programs, thus bringing to 13 the number of such relay transmitters operated in isolated regions in Canada at points along the CBC network.

VANCOUVER — During this period tests were completed to enable the CBC to install, during the summer of 1945, a new diversity receiving station in the Vancouver area for use in connection with the Pacific theatre of war.

### *Short-wave Project*

Experimental transmissions directed to Europe started in December 1944, using call letters CHTA and a frequency of 15.22 megacycles. These tests continued daily in cooperation with the BBC until the formal opening of the station on February 5, 1945. Reports from the outset were most encouraging. Two weeks after the commencement of the first operations, the Corporation was advised by the BBC chief engineer that CHTA was the best short-wave broadcasting received at that time in the United Kingdom from the North American continent. Similar reports have been received since then from many other listeners and authorities in Europe and from observations made by CBC personnel in Europe.

Besides CHTA operating on 15.22 mc., the following frequencies and call letters have been assigned to this service:

6090.....CKOB	11705.....CKXA
6160.....CHAC	11720.....CHOL
9610.....CHLS	15190.....CKCX
9630.....CKLO	17820.....CKNC
9640.....CHMD	21710.....CHLA

At the time of this report, experimental test were being undertaken with CKXA on 11,705 kilocycles. Later, other frequencies will be employed in accordance with the requirements of the service.

Since August 1937, the CBC short-wave receiving station in Ottawa has kept complete records of daily reception conditions between the United Kingdom and Ottawa. The analysis and correlation of these reports, as well as of similar information from other CBC short-wave diversity receiving stations and from the BBC, are in progress and when completed should enable the CBC engineering division to predict accurately optimum workable frequencies for the short-wave service to various parts of the world. Making such predictions involves a great deal of laborious calculation and these predictions are being compared with monitoring reports supplied by the BBC.

The satisfactory results obtained with the first tests and operation of Canada's new international service have amply justified, the engineering effort and increased cost required to design and build so-called "high gain" arrays, used for the first time on the American continent for European service. These high gain arrays, together with the excellent location of Sackville at maximum practical distance in Canada from the north magnetic pole, have made possible an improved circuit between Canada and Europe for short-wave broadcasting transmission. These high gain antenna systems were developed from information originally supplied by the BBC engineering division and the entire mechanical and electrical develop-



ment was undertaken within the engineering division of the CBC. In addition to the antenna proper, the detail design of reversing, slewing and antenna switch gear, operation and control circuit for these, and RF transmission lines, was completed during the year reviewed. Special portable test equipment for field use was also developed to check the performance of the antenna and associated apparatus.

### **Technical Planning Board**

The CBC is a sponsor of the C.R.T.P.B. (*Canadian Radio Technical Planning Board*) organized during the period reviewed to plan the orderly reconversion, from the technical point of view, of the radio industry in Canada from war to peace. Members of the engineering division have been named as members and observers on the several panels set up to examine and report to the radio authority in Canada on radio spectrum utilization, frequency assignment, engineering standards, etc.

### **Postwar**

The CBC engineering division in this period has continued to study postwar plans for construction of new transmitter and studio plants and for the introduction of new services.

## **PERSONNEL AND ADMINISTRATIVE SERVICES**

In order to relieve other divisions of the Corporation of responsibility in connection with personnel and office administration, this new division was organized from the secretary's department. At head office in Ottawa, a director was appointed, and assisting him officers in charge of personnel, administrative services and records. To exercise the functions of the division in Toronto offices and studios, Montreal studios, and studios of the international service, managers of personnel and administrative services have been selected to work under the director, and to cooperate with the heads of divisions and senior officers at their respective locations.

As in the past, relations with the staff have been most cordial. In order to knit the organization together more closely and to develop a feeling of solidarity and unity of purpose among all members of the staff, it was decided to publish a staff magazine. *RADIO*, as this magazine is called, first appeared in November 1944, and since has been published monthly. It has added to the morale of the staff which found its presentation attractive and its information useful. The management considered it a most convenient vehicle for the dissemination of information on various aspects of staff welfare and radio matters generally.

As forecast in the last year's report, a job analysis was conducted and completed. Throughout this undertaking, close cooperation and support were received from local and national executives of staff councils who, through the chairman of the national executive, have expressed their concurrence in the plan for a revised salary structure. After submission to the Board of Governors, the findings resulting from the job analysis were endorsed by the management and await the approval of the National War Labor Board and the salaries controller. Representations have been made to these two bodies, and subject to their concurrence, it is planned to use the standards thus established to evaluate all positions on the establishment and thus assure each employee adequate compensation for work performed.

At the request of the national executive of staff councils, this division has assumed full responsibility for the administration of the hospitalization plan. Previously, the Corporation deducted authorized contributions from salaries and remitted them to the different associations. This plan now operates along the same lines as other staff welfare plans, and it is possible for a new employee to

apply voluntarily for membership as early as three months after appointment.

The total number of employees of the Corporation has increased. On March 31, 1945, there were 920 on the staff, compared to 815 on the same date in 1944. The creation of the international service added more than half this increase, and expansion of the program service accounted for most of the remainder.

The number of those on leave to the armed forces, or on loan to specialized war branches of the government, has decreased only slightly in the period under review, owing to the fact that very few employees have been discharged from the services and applied for reinstatement, while at the same time members of the staff were entering the armed services. Plans envisaged take care of reinstatement of personnel discharged from the services, and they are assured of the fullest support and co-operation on their return to civilian employment.

### FINANCIAL

Since its inception the Corporation's sources of income have not changed. In the past, the revenue from the sale of receiving and broadcasting licences has increased each year, but this year, for the first time, revenue from these sources has fallen short of that achieved during the preceding year. Factors contributing to this decline have been the shortage of zinc for batteries, radio tubes and receivers, etc. It has been recognized that there is a limit to the amount of revenue to be received from licence fees, and the saturation point under war conditions appears to have been reached in 1943-44.

Commercial revenues showed an increase over the preceding year. This was due to the operations of the Dominion Network and this revenue was offset by corresponding expenditures.

The 8th annual balance sheet of the Corporation, as at March 31st, 1945, shows a net operating deficit of \$72,747.09 for the fiscal year, after providing for depreciation and obsolescence at the rate of 2½% on buildings and 10% on equipment.

During the year the fixed assets of the Corporation were increased by approximately \$255,000, and to finance these expenditures working capital was reduced by approximately \$100,000.00, to \$1,034,933.88, the balance being provided out of current revenues. Capital developments during the year have been the purchase and improvement of the property for the National Program Administration Building and Studios, now located at 354 Jarvis Street, Toronto; purchase of technical equipment for the Engineering Headquarters, Montreal Studios; the International Service Studios in Montreal; CIBC transmitter at Dixie; and CBA transmitter at Sackville.

Improvements to leased properties, chiefly at Crescent Street, Montreal, and Palais Montcalm, Quebec, amounted to \$105,000.00.

Operating costs in percentage terms for the past three years are:

	1942-43	1943-44	1944-45
General and Administrative.....	4.48	4.10	4.17
Operations.....	17.46	18.50	20.40
Programs.....	52.17	56.18	54.24
Station Network.....	16.75	16.90	17.02
Depreciation.....	8.87	4.32	4.17
Interest on Loans.....	0.27	—	—
	100.00%	100.00%	100.00%

The International Shortwave Station at Sackville, N.B., was completed by the Corporation for the Dominion Government at a capital cost of \$1,035,984.81 to date. This amount is shown on the balance sheet as an asset and as a liability,



because it is financed entirely by the Government. In addition, the Corporation was responsible for the operation of this service for which separate accounting was maintained. The costs for the current period amounted to \$189,407.10 which is also financed by the Government; under the circumstances these expenditures are not shown on the appended statements.

In accordance with Section 20 of The Canadian Broadcasting Act, 1936, the accounts of the Corporation are audited by the Auditor General of Canada and his certificate is included in the appended balance sheet.

## CANADIAN BROADCASTING CORPORATION

## BALANCE SHEET, 31st MARCH, 1945

## ASSETS

*Current—*

Cash in Bank, Petty Cash and Treasurer's Cashiers' Funds.....	\$	319,694.10	
Accounts Receivable.....	\$	473,984.07	
Less Reserve for Bad Debts.....	5,000.00	468,984.07	
Due from Dominion Government re Short Wave Station.....		512,594.81	
Accrued Bank Interest.....		1,153.69	
Department of Finance (Balance owing on Licence Fee Collections)		55,452.62	

*Investments—*

Dominion of Canada Bonds — Par Value \$500,000.00—Actual Cost.....	500,000.00		
(Market Value—\$498,125.00)			
Accrued Interest Receivable.....	6,205.51	506,205.51	1,864,084.80

*Funded Reserve for Post-War Adjustments—*

Royal Bank of Canada, Cash on Deposit...			50,000.00
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*Fixed—*

Real Estate, Buildings, Technical Equipment, Studio & Office Furnishings, Library of Records, etc.....		3,005,237.83	
Less Deduction for Depreciation and Obsolescence November 2nd, 1936, to March 31st, 1945.....		2,234,690.06	
		770,547.77	

Add International Short Wave Station, Sackville, N.B.

(Per Contra Account—Dominion Government).....	1,038,984.81	1,809,532.58
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*Deferred—**Inventories*

Expendable Stores.....	113,772.51		
Stationery & Printing.....	45,256.97		
Publications.....	2,809.02	161,838.50	
Prepaid Charges.....		21,022.63	182,861.13
			<u>\$3,906,478.51</u>

## CANADIAN BROADCASTING CORPORATION

BALANCE SHEET, 31st MARCH, 1945

## LIABILITIES

*Current—*

Accounts Payable.....	\$ 867,000.92	
Securities deposited by Contractors.....	12,150.00	879,150.92

*Dominion Government—*

International Short Wave Station, Sackville, N.B. (Per Contra Account).....		1,038,984.81
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*Proprietary Accounts—*

Capital Surplus.....	494,377.16	
Reserve for Renewals & Replacements.....	400,000.00	
Special Reserve for Post War Adjustments 1st April 1944.....	\$ 150,000.00	
Less Transferred to Operating Surplus.....	100,000.00	
(Per Contra Account).....		50,000.00

*Operating Surplus—*

Balance 1st April 1944.....	1,000,962.71	
Add Profit on Dominion of Canada Bonds sold.....	15,750.00	
Add Transferred from Special Reserve for Post War Adjustments.....	100,000.00	

	1,116,712.71	
Deduct Operating Deficit 1944-45.....	72,747.09	1,043,965.62
		1,988,342.78

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\$3,906,478.51

HARRY BRAMAH,  
*Treasurer.*

AUGUSTIN FRIGON,  
*General Manager.*

## AUDITOR'S CERTIFICATE

I have examined the accounts of the Canadian Broadcasting Corporation for the fiscal year ended March 31, 1945, and have obtained all the information and explanations I have required. In my opinion, the above balance sheet is properly drawn up so as to exhibit a true and correct view of the state of the Corporation's affairs as at March 31, 1945, according to the best of my information and the explanations given to me, and as shown by the books of the Corporation.

WATSON SELLAR,  
*Auditor General.*

## CANADIAN BROADCASTING CORPORATION

## INCOME AND EXPENDITURES

1st April 1944 to 31st March 1945

## INCOME

Licence Fees.....	\$3,783,452.62	
Commercial.....	1,639,159.97	
Miscellaneous.....	75,785.24	\$5,498,397.83

## EXPENDITURES

Programs.....	2,824,188.39	
Engineering.....	1,114,153.37	
Station Networks (Wire Lines).....	929,818.54	
Administration.....	227,740.95	
Press and Information.....	138,241.14	
Commercial division.....	109,343.93	5,343,486.32
Operating Surplus before deducting.....		154,911.51
Allowance for Depreciation and Obsolescence.....		
Less Allowance for Depreciation and Obsolescence—		
2½% on Buildings.....	24,288.38	
10% on Equipment.....	203,370.22	227,658.60

NET OPERATING DEFICIT..... \$ 72,747.09

NOTE—Exclusive of Operations of International Short Wave Service.

OTTAWA, Ontario,  
19th July, 1945.

HARRY BRAMAH,  
*Treasurer.*







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1945/46 ANNUAL REPORT

OF THE

# CANADIAN BROADCASTING CORPORATION

FOR THE FISCAL YEAR ENDED MARCH 31, 1946

OTTAWA  
EDMOND CLOUTIER, C.M.G., B.A., L.Ph.,  
KING'S PRINTER AND CONTROLLER OF STATIONERY  
1946



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ANNUAL REPORT

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1946





OTTAWA, September 6, 1946.

The Honourable Dr. J. J. McCANN,  
Minister of National Revenue,  
Ottawa, Ontario.

SIR,—In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, I have the honour to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended the 31st of March, 1946.

I have the honour to be,  
Sir,

Yours faithfully,

A. DAVIDSON DUNTON,  
*Chairman, Board of Governors.*

## BOARD OF GOVERNORS

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A. DAVIDSON DUNTON (Chairman)

RENÉ MORIN, Montreal (Vice-Chairman)

HOWARD B. CHASE, Montreal

DEAN ADRIEN POULIOT, Québec

MRS. T. W. (MARY) SUTHERLAND, Revelstoke

FREDERICK J. CRAWFORD, Toronto

WILLIAM J. PARKER, Winnipeg

B. K. SANDWELL, Toronto

A. W. TRUEMAN, Winnipeg

# CANADIAN BROADCASTING CORPORATION

## ANNUAL REPORT

1945 - 1946

This is the annual report of the Canadian Broadcasting Corporation for the fiscal year April 1, 1945, to March 31, 1946.

The year 1946 marks the tenth anniversary of the Canadian Broadcasting Corporation, which came into being on November 2, 1936. Public service broadcasting in Canada began in 1933, and since then has been enlarged and expanded under the CBC. During its life, the Corporation went through a preliminary stage of development which was interrupted by the war, and the last six years have of necessity been devoted to furthering the war effort of the country. During this latter period broadcasting has become one of the most important and efficient means of disseminating information and news. It has also fostered national unity in a manner impossible without network facilities stretching across Canada from coast to coast by giving every section of the people opportunities to hear the views and opinions of others.

The programs of the CBC provide a variety of entertainment ranging from light music to serious drama and symphony music. During the present stage of postwar rehabilitation and readjustment, the Corporation's programs naturally have reflected the emphasis of the whole of the Dominion on such problems. To list all the programs broadcast during the year would be neither desirable nor possible in this report, but it is hoped that notes and references in the report will illustrate what is being done by the CBC in the public interest.

During the year the Corporation drew up plans for the expansion of its technical facilities which will be implemented by the construction of further high-power transmitters. Constant attention is given to planning for programs in an effort to keep listeners informed of current problems and developments.

### BOARD OF GOVERNORS

For the first time the policies and public relations of the Corporation have been placed in the hands of a salaried Chairman of the Board of Governors who is to devote his full time to the affairs of the CBC. On November 15, 1945, the Governor in Council appointed to this position Mr. A. Davidson Dunton. Reappointed for a further term of three years from November 2, 1945, were Mr. Howard B. Chase, Mr. René Morin, and Mrs. T. W. Sutherland.

During the year there were six meetings of the Board and four meetings of the Executive Committee of the Board.

### EXECUTIVE

No changes took place among the executive officers of the CBC during the year. Operations demonstrated that the present organization was able to function smoothly and efficiently not only in the day to day business of broadcasting but also in planning for the development of the public service system. Frequent meetings were held of the heads of divisions at which principal problems were discussed and settled.

In September, 1945, officials of the Corporation attended the Third Inter-American Conference on Radio Communications held in Rio de Janeiro, and later went to the Second North American Regional Broadcasting Conference in Washington in February, 1946. Results from these conferences should mean improved radio transmission and reception in Canada.

### PROGRAM DIVISION

In the year just completed, the program division shifted the emphasis from war to postwar conditions and the program schedule was adjusted accordingly.

Stress was laid on the return to long-term program planning. Practical steps were taken to improve standards of production and presentation in all regions. Every effort was made to see that mass and minority audience tastes were adequately met.

The departmental reports which follow will give some indication of the results achieved in the difficult and complex task of reconverting a national broadcasting organization of three networks and five regions from "war work" to its responsibilities in a world seeking peace.

These departmental reports cover non-commercial programs only; commercial programs are dealt with on page 27.

### News and News Features

No year in history brought more momentous news events. In April, Mr. Roosevelt died, Mussolini was executed by Italian partisans. On May 1, Hamburg Radio announced Hitler's death in the rubble of Berlin. VE-Day was followed by the setting up of the United Nations Organization at San Francisco. Mr. Churchill was defeated in the British elections, and the Labour party elected. The Potsdam declaration was signed in August. Four days later, the first atomic bomb was dropped on Hiroshima. The capitulation of Japan followed quickly, and at year-end the Nuremberg trials of German war criminals were under way. Each of these events meant special service to listeners from CBC news.

In addition to the regular service of news bulletins carried at breakfast time, noon, supper time and late evening in all the different time zones, a special service of bulletins was set up over VE-Day and VJ-Day periods. Network control was vested in the Central Newsroom in Toronto so that special news could be put on the air at a moment's notice to the whole national network, regardless of what programs were being carried. Through the exchange services of the BBC and the American networks, many additional features and commentaries from overseas, both from Europe and later from the Pacific, were made available to Canadian listeners. The French network was serviced on all these occasions from Montreal.

During the war, one of the most important sources of first-hand reports from overseas, was *CBC News Roundup*. This program opened with an analysis of developments on the different war fronts by the well-known Canadian commentator, Willson Woodside. His analysis was usually followed by two overseas reports from CBC war correspondents with the overseas unit—Matthew Halton, W. H. Herbert, Peter Stursberg, A. E. Powley, Andrew Cowan, and others who were members of the armed forces' public relations staffs.

After fighting ended, it was decided to change the format of the *News Roundup*. It was dropped during the late summer of 1945, and returned to the air on October 22 in a revised and more flexible form. The emphasis was placed on reporting rather than analysis or interpretation. Along with reports from the United Kingdom and Europe on overseas developments by CBC and other correspondents, arrangements were made for occasional reports from Ottawa and Washington. In addition to covering news happenings of major importance, emphasis has been given to special reports on a wide variety of interesting developments in every part of Canada.

It is felt that *CBC News Roundup* has a particularly important function in informing and interesting listeners in what goes on in parts of Canada that may be remote from their own neighbourhoods. During its first five months of operation, *Roundup* has included first-hand reports on the Nuremberg trials, the first meeting of the United Nations Assembly and Security Council in London, the UNRRA Conference in Atlantic City to meet the world food crisis, the United Nations Security Council meetings in New York and many reports on topical developments from London, Ottawa and Washington. On the Canadian side it has carried such diverse features as "Exercise Muskox", logging operations in B.C., ~~the record cattle run in Calgary~~ stockyards, the air ambulance service in Saskatchewan, the world's biggest bonspiel in Winnipeg, shipbuilding on the Great Lakes, the first icebreaker of the season in the St. Lawrence, the forest ranger school in New Brunswick, ice harness-racing in P.E.I., troop arrivals in Halifax and scores of other radio reports of a distinctive Canadian character.

*La Revue de l'actualité* continued on the French network to do a similar job to *CBC News Roundup*. It carried news feature and special events reports of local, provincial, national and international happenings. Correspondents were maintained in Ottawa and Quebec City and, as with *Roundup*, many reports were originated from private stations to the network.

### **Special Events**

The news and special events department has also been responsible for a number of actuality reports to the CBC networks including the return of the Ghost Squadron, the arrival of the first large contingents of troops from overseas, the visit of HMS Implacable to Vancouver and other features. This department also arranged for the broadcasting of major sporting events during the year, including the King's Plate Race, the Canadian Henley Regatta, the Open Golf Championships, Senior Rugby and the Memorial and Allan Cup hockey series.

### **Overseas Unit**

Battle coverage became more difficult in the last weeks of the war, since the press camps could not keep pace with the armor and infantry as they swept with increasing speed into enemy territory. The CBC's battle reporters travelled hundreds of miles daily to get up to the front and back again to points from which their recordings could be flown or radio-transmitted to London. The weeks from the beginning of April to VE-Day were among the most strenuous of the whole war for the correspondents, and they also had their added dangers, for as they dashed by jeep across the German and Dutch countryside, over roads only hastily checked for mines, our men were frequently uncertain whether they were in our own or the enemy's territory.

At the end of February, the CBC's war reporting personnel were consolidated, for W. J. Herbert and Paul Barette accompanied the 1st Canadian Corps on its secret move from Italy to Western Europe. This great military movement was a top secret until well after its completion, and it was not until April 23 that the censorship was lifted and Herbert and Barette were able to broadcast their accounts of it. On the same date security authorities released an account of the 1st Corps in action by Matthew Halton.

The next day, April 24, brought historic broadcasts from Halton and Marcel Ouimet—accounts of the link-up with the Russians on the Elbe. On that date also, a sidelight on the rapid sweep of victory came in a broadcast from the CBC's London office—interviews with a number of released RCAF prisoners of war who were being flown from the Continent to England at the rate of hundreds a day.

The CBC's war reports kept pace with the succession of German surrenders, the overrunning of prison camps and concentration camps, and the final assaults of allied air power. Meanwhile, preparations were in train for special VE-Day



messages. On VE-Day, the overseas unit broadcast messages from General Crerar, general officer commanding the 1st Canadian Army and Honourable Vincent Massey, Canadian high commissioner in the United Kingdom. From Paris, there was an eye-witness account of the final German surrender to the Western Allies and Russia at Rheims. And on the following day Matthew Halton was on the air from Paris, describing Berlin, whence he had just returned by air as a member of the first allied press and radio party admitted to Berlin.

The end of the war in Europe presented the CBC overseas unit with an important new function, and from telling the home audience about their men in battle, the emphasis of the CBC's overseas job swung to keeping the troops in touch with home. Throughout the campaigns in Europe, Canadian troops had been getting Canadian news and entertainment through the *Allied Expeditionary Forces Program* broadcast over BBC transmitters to all the fighting fronts. The *AEFP* discontinued its operations on July 28, but the following day the CBC overseas unit, through advance planning and the notable co-operation of the BBC and the Canadian Army, inaugurated the *Canadian Forces Radio Service*—a service of sixteen hours' daily broadcasting for the Canadian troops in England awaiting repatriation. The BBC provided studio accommodation and indispensable technical help and advice; the Canadian Army underwrote the cost and provided broadcasting staff. Gerry Wilmot of the CBC supervised *CFRS* operation with Major Campbell Ritchie, of Canadian Army public relations. The daily programming provided a large number of specially-designed troop programs from the International Service of the CBC, including news broadcasts direct from Canada. Later in the year, through the co-operation of the Netherlands National Radio, seven hours of Canadian radio programs were broadcast daily over Radio Hilversum for the benefit of the Canadian troops in Holland and the Canadian Army Occupation Force in Germany.

After the withdrawal of the last Canadian troops from the Netherlands in December, 1945, the Hilversum service was discontinued and CBC troop broadcasting efforts on the continent were focussed entirely on the CAOF. It was technically impossible to obtain a frequency for the exclusive use of a Canadian transmitter in Germany, but the *British Forces Network* agreed to carry a large volume of Canadian programs and in order to handle these it incorporated fifteen Canadian Army personnel in its establishment. At the end of March, 1946, the Canadian section of the *BFN* was putting out approximately twenty hours of Canadian programs per week, operating from its own studios at Oldenburg, in the heart of the CAOF area.

Meanwhile, the *CFRS* closed down operation in the United Kingdom on February 2, 1946, as the repatriation operation was by then so largely complete as to have taken practically all the troop audience home to Canada.

### **Talks and Public Affairs**

One of the strongest arguments for a national publicly-owned system of broadcasting advanced in the early days of radio in Canada, was that such a system would be a powerful national instrument for education in the broadest sense. Part of the work done by the Corporation in this field is handled by the talks and public affairs department. The primary responsibility of this department is in the field of public information and adult education, and consists of the effective presentation of the spoken word in a variety of forms, such as talks, commentaries, interviews, forum and discussion programs, documentary or semi-dramatized educational programs, on the Trans-Canada, Dominion and French networks. The subject matter of these broadcasts covers a wide area ranging from amusing yarns to discussions about world government; from modern art and Canadian literature to home economics and popular science.

Talks themselves are planned not only for serious purposes but also for entertainment. Response of listeners shows that talks can be good entertainment and excellent listening. This is also verified by the fact that many programs in the field of public affairs have audience ratings on a par not only with such items as news, but with many commercially-sponsored programs designed strictly for entertainment.

The Corporation has always laid strong emphasis on the need in its program schedules for public service programs. CBC programs presented under the general heading of talks and public affairs, as well as others, play an important part in fulfilling the public service function of radio. It is the policy of the Corporation not to sell time for the expression of opinion or the discussion of controversial issues. These needs are taken care of in commentaries, discussions and series of talks such as *Midweek Review*, *Weekend Review*, and *Citizens' Forum*. Book reviews on the air may not appeal to the majority of Canadian listeners, but the weekly book review program, *Books for the Times* has aroused considerable appreciative comment. Many adult education programs are presented in co-operation with public-spirited, non-profit organizations.

During the past few years our talks production staff has paid increasing attention to the problem of raising standards of broadcasting by insisting on improved quality both in writing and speaking, by experimenting with new forms of presentation and by more careful selection of broadcasters. In the selection of speakers the CBC has tried to have Canadian radio truly reflect the ideas and activities, the interest and diversity not only of Canadian life but of events in the world at large.

Since the end of the war special attention has been given to problems of peace and world organization. Canadians are obviously interested in the great events that have been taking place, and it is felt they should have continual access to informed opinion about international affairs. This is in keeping with the new responsibilities our country has assumed. Detailed plans were worked out for coverage of outstanding international conferences, and staff members and commentators were present at San Francisco, the United Nations Assembly in London, the UNRRA conferences in Montreal and Atlantic City, and at the opening meetings of the UN Security Council in New York City, and the meeting of the Food and Agricultural Organization at Quebec City. Talks, commentaries, interviews, discussions and actuality broadcasts from these important conferences were presented either in established weekly programs or special features.

Recognizing the increasing seriousness and urgency of the world situation during the first four months of 1946 a special series of Sunday night talks was arranged under the title *Progress Toward Peace*. In this series Canadian and world figures were asked to report on problems facing the United Nations and to evaluate the progress the world was making towards peace from a number of different aspects.

One of the most successful new programs established during the past year has been *Capital Report*, which brings Canadians an interpretation and summary of the important developments as seen from Washington, London and Ottawa. Matthew Halton reports regularly from London in outstanding talks which have attracted widespread attention and praise. In Washington the panel of commentators (all Canadians or former Canadians) has included Charles Michie of *P.M.*; R. T. Bowman of Southam Press; Hal Miller, correspondent for the *Toronto Evening Telegram*. The Ottawa panel has consisted of Chester Bloom, Blair Fraser and W. C. Eggleston.

*Weekend Review* is a regular feature devoted to a survey and analysis of the significant events of the week in international affairs. Our regular panel last winter included H. L. Stewart, G. V. Ferguson and Elmore Philpott. Other speakers heard were Willson Woodside of *Saturday Night* and Craig Ballantyne of the *Montreal Standard*.

*Midweek Review* presents the opinions of three speakers each week, one report from England, one commentary on international affairs, and one on Canadian affairs. In this program we have drawn on a wide group of speakers.

*This Week*, a Saturday night period devoted to topical talks, is designed on a week to week basis in order to maintain some flexibility and provide an opportunity for presenting talks by outstanding visitors to Canada or reports about conferences, special anniversaries or other current events.

### **Balanced Presentation of Views**

It is in this sphere dealing with international and national political broadcasts that a publicly-owned broadcasting system is likely to be subjected to the most severe criticism and to pressure from many different quarters. The Corporation's underlying philosophy is completely democratic in character. It recognizes that there are a variety of major points of view about social, economic and political problems and consequently it attempts to give reasonably fair representation to these different interests and opinions in its commentaries, talks and discussions. For this reason, once speakers have been selected, they are encouraged to express their views frankly and honestly and without censorship. The CBC does insist, however, that commentators or speakers shall be reliable and accurate in their presentation of fact.

In addition to commentaries it is felt that listeners are interested in and have a right to hear the voices and views of personalities who figure in the news on questions of current interest. Since many of these questions are likely to be controversial it has been found that the best way to handle issues such as labour-management disputes, civil rights, price control, jobs for married women, to mention just a few illustrations, is to ask two or more speakers to express their opinions in one broadcast, or alternatively, to present a series of broadcasts in which different speakers are heard on succeeding weeks.

### **Forum Broadcasts**

Finally, there is an important job to be done in the field of public affairs through the medium of direct discussion in forum or round-table broadcasts. During the past year *Citizens' Forum* has tended to put more emphasis on ad lib broadcasts although there is a considerable amount of pre-broadcast planning and discussion. Next year more emphasis will be placed on topical subjects.

The *Citizens' Forum* broadcasts are presented by the CBC in co-operation with the Canadian Association for Adult Education, which is responsible for the organization of listening groups across the country. These groups meet regularly and listen to the broadcast and continue their own discussion on the topic of the evening.

From October 9, 1945 to April 23, 1946, there were twenty-seven broadcasts in the *Citizens' Forum* series, of which two were national report broadcasts, one a symposium, and twenty-four were forum discussions. Seven of the discussions were done from manuscript; seventeen were extempore.

The topics for discussion were based on major areas of public interest—re-establishment, reconversion, and reconstruction. Four topics in the program as originally announced were changed in order to present the following which were of more immediate public interest and concern: "Who should control the atomic bomb?" "Is world government possible now?" "What is the future of India?" and "United Nations—trial balance."

In addition to the national report broadcasts, opportunity for participation by the listening audience was provided through the *Citizens' Forum News* heard in each province during the last five minutes of each broadcast. This gave a brief summary of the views of the forums prepared by provincial secretaries from group reports sent in each week.



Ten *Citizens' Forum* programs originated at public meetings in the larger cities in Canada. Seventy-two speakers took part in the series. These represented a wide variety of occupations, viewpoints, and interests in the community. They were chosen after consultation with many agencies and individuals having special knowledge concerning particular subjects, e.g., Canadian Institute of International Affairs, Canadian Chamber of Commerce, Canadian Manufacturers' Association, Canadian Congress of Labour, Canadian Council of Churches.

The French network again produced a forum type of program, *Préparons l'Avenir*, on which social and economic questions were discussed. Listening groups were formed in various parts of Quebec in order to carry on the discussion after the broadcasts and report general reactions of listeners.

The program *Youth Discusses* on the Dominion network was developed by the YMCA and Station CHML in Hamilton. A similar program *Topics by Teen-Agers* was arranged with the co-operation of Miss Isabel Thomas and pupils of the York Memorial Collegiate in Toronto.

### **Special Talks Programs**

Some aspects of community and family life and of science and nature were treated in dramatic programs such as *People Next Door* (community life) by Elsie Park Gowan, *Radio-Parents* (child citizenship) on the French network, *Here's Your Health and Science à la Mode* by Tommy Tweed, *What's on Your Mind* (mental hygiene) by Lister Sinclair, *Rambles in Nature* by Stuart Thompson. Neil Morrison, supervisor of talks and public affairs, in a short series reported his impressions of conditions in Holland and Germany after his visit there last summer.

Talks producers in various regions have the responsibility of planning programs dealing with the special interests of their own region, e.g., such weekly programs as *Prairie Comment* and *Maritime Comment*. Another old favorite with listeners is the week-end regional program called *Neighbourly News - La Revue des Hebdomadaires* on the French network. Friendly radio personalities, Andy Clarke, in Ontario and Quebec, R. D. Colquette in the Prairies, Gerald Redmond in the Maritimes, Les Way in British Columbia, and Raymond Douville in Quebec on the French network, report on news of local doings selected from the weekly papers in their own region. This program is presented in co-operation with the Canadian Weekly Newspapers Association. On the Prairies, Bill Good gives a weekly sports roundup.

### **Sports College of the Air**

This program is carried on by the CBC in co-operation with the National Council of YMCA's in Canada. From eighty weekly fifteen-minute broadcasts 426,998 pieces of mail were produced. The board of consultants is composed of nationally known specialists in physical education, health, nutrition, mental hygiene, boys' work and radio broadcasting. *Sports College* has been endorsed in formal resolutions by the National Fitness Council, the Canadian Physical Education Association, the Toronto Board of Education and in thousands of letters from school principals, boys' workers, church leaders—both Protestant and Roman Catholic, group leaders, sports coaches and parents. The National Advisory Council of the YMCA has provided \$50,000 since the inception of this program to take care of such costs as printed pamphlets and audience mail.

### **John Fisher Reports**

In the last two years John Fisher has broadcast special stories about thirty-five Canadian towns, cities and communities. In his other broadcasts he has given publicity to dozens of others. These broadcasts by John Fisher are helping to create in the minds of Canadians a consciousness of oneness and nearness.

### **Rehabilitation Programs**

Some eighteen months ago the CBC began planning for the period of readjustment that would follow the war. A special committee was set up at national program office to advise the production staff on rehabilitation programs. When the Rehabilitation Information Committee was set up by the Government the CBC appointed a representative to that Committee.

The following are some of the special programs that were created and produced in the interests of rehabilitation:

*The Soldier's Return* was a series of talks by outstanding Canadian authorities on the problems of veterans' readjustment to civilian life and their return to family, community and industry. The scripts were issued in pamphlet form at the end of the series.

*Repat Reporter* was written and broadcast by Royd Beamish, now on the staff of *The Financial Post*, who had been a public relations officer with the Canadian Army overseas. His talks were factual reports and analyses of the way in which the rehabilitation program was working out for those who had served their country.

*The Johnny Home Show* filled the need for a lighter type of program.

*Servicemen's Forum* was a discussion by service personnel of the problems they expected to meet in the postwar world. It originated in service camps in Canada, Britain and Europe.

*Civvy Street B.C.* was a series of broadcasts which served to explain the work of the Citizens' Rehabilitation Committees throughout British Columbia and *Civvy Street Down East*, a similar project, was broadcast over the Maritime network.

*Your Family* portrayed the life of a typical Canadian family of to-day highlighting rehabilitation problems.

*Gregory Clark's Program* answered the questions of servicemen, ex-servicemen and their dependents on their rights and benefits.

*A Ceux qui Reviennent*, on the French network, featured letters from veterans and authoritative replies to their queries, as well as a commentary on the broader aspects of rehabilitation by Marcel Ouimet, who was appointed supervisor of talks and public affairs for the French network after his return from service overseas as a CBC war correspondent.

### **Women's Interests**

Happy family living was the basic theme of women's talks on national and regional networks. Practical and scientific information was supplied on current problems of food conservation, consumer buying, home dressmaking, health, housing, recreation and child care.

Two dramatized series of *CBC Cooking School of the Air* met with enthusiastic listener response.

The annual *School for Parents* program featured S. R. Laycock, professor of educational psychology, University of Saskatchewan, and Dr. Morley Loughheed, chief medical health officer of Winnipeg. For this series 85,000 CBC charts of family needs were distributed through women's organizations, provincial departments of education and to individual listeners.

Opportunity for mothers to speak from their own practical experience on techniques of building home life was provided in the series *Mother's Business*.

Vocational guidance to high-school girls and women looking to present-day labour opportunities was offered in a second annual series *Your Next Job*, and suggestions for community organization supplied in an all-winter series *Community Life*.



Women holding public office in Great Britain, United States, Australia and South Africa give their personal views on the duties of women as citizens in the series *Women in Office*, in which eighteen Canadian women members of parliament, mayors, councillors and school trustees also participated.

National women's organizations aided in publicizing CBC women's talks by distributing 60,000 program leaflets, and home listening circles were formed to follow special series.

Regional women commentators in regular morning programs continued to supply reports, interviews and comment on community events, and Ethelwyn Hobbes spoke five days a week on homemaking to the Mideast and Prairie networks. Special weekly homemakers' programs were supplied in Prairie and B.C. regions.

*Lettre à la Canadienne* was broadcast to the French network by Marcelle Barthe five days a week throughout the year. This program featured women in the news and also supplied background information on world affairs.

*Bon Appétit* was a program on good cooking heard weekly, while the French *L'Ecole des Parents* was heard twice weekly all winter, with well-organized listening groups in all parts of Quebec.

### **Farm Broadcasts**

During 1945-46 the farm broadcasts department provided the following services on the Trans-Canada and French networks for Canadian agriculture: regional farm broadcasts, *National Farm Radio Forum*, *Le Choc des Idées*, *Summer Fallow*, gardening broadcasts, *Fishermen's Broadcast*, *Farm Review*. Each of these has become a regular program feature, presented as a public service.

### **Regional Farm Broadcasts**

These continue as the basic service of the department and are presented during the noontime period in each of Canada's five agricultural regions. *Le Réveil Rural* is the French version. It, like its English counterparts, has many listeners in the cities and towns as well as in the country districts. Each regional broadcast features daily farm market reports, daily dramatic farm sketches designed to be informative as well as entertaining, and daily commentary describing latest production methods and farm news.

Weekly talks on British agriculture are made available through the co-operation of the BBC. A start was also made in obtaining similar information from other countries, especially those producing crops with which the Canadian farmer must compete. Interviews continue to be exchanged between regions, thus giving Canadian farmers a better picture of Canadian farming as a whole. Perhaps the most important addition to the broadcasts during the year were the regional weather forecasts supplied by Dominion public weather offices across the country. In addition, the department arranged for morning and evening forecasts as a service to farmers and the general public.

### **National Farm Radio Forum**

This educational and informative feature concluded its sixth season of weekly discussion broadcasts at the end of March. Co-operating organizations were the Canadian Association for Adult Education and the Canadian Federation of Agriculture. The over-all title of this latest series was *The Farmer Feeds the World*. In an effort to add further continuity to the discussion broadcasts, an independent permanent chairman was engaged for the entire series. Reports from the Farm Forums show that this experiment was successful. Over 70 per cent of the forums approved of one chairman for the series. CBC personnel did not participate in discussions on the air. Another innovation was the presentation of eight of the fifteen discussion broadcasts before audiences.

The number of organized listening groups again showed an increase—10 per cent over 1944, a record number of forums. Reports also indicated an increase in the number of urban listeners which should lead to a better understanding of the farmers' problems by city dwellers. This applies also to the French network series, *Le Choc des Idées*, which follows much the same pattern as *National Farm Radio Forum*. Topics chosen were based mainly on suggestions made by the listening groups. A monthly report was made this year for the first time by the National Farm Forum secretary on the five monthly review broadcasts. Discussion participants included representatives of agriculture from other countries, practical farmers, Canadian farm organization leaders, representatives of private commercial business, technical specialists and others. Fourteen full-time practical farmers took part in nine of the fifteen discussion broadcasts, and in addition, many of the persons listed under the headings of farm organization leaders, etc., also operate farms. Consequently, the farm viewpoint was well represented in all discussions. Other features noted were increased interest in *Farm Forum* on the part of Canadian newspapers and magazines and continued co-operation with the National Film Board and Citizens' Forum. Two highlights of the past season were discussion broadcasts on an international basis from the Food and Agriculture Organization conference in Quebec City and from Washington.

### **Summer Fallow**

This series of summer programs, which replaces *Farm Forum* between April and September, is playing a definite role in uniting Canadian agriculture. Thirty *Summer Fallow* broadcasts were presented last year. These dealt with a variety of farm subjects designed to acquaint regional farmers with agriculture in other parts of Canada and to provide an entertaining and informative picture of rural life for the urban listener. Whereas *Farm Forum* deals with the exchange of ideas on a national and international basis, *Summer Fallow* deals with the exchange of the facets of farm life in the various farming regions. Also included are regular reports on seeding, crop conditions and gardening. Highlights of last year included documentary broadcasts on Nova Scotia's Annapolis Valley and British Columbia's Okanagan Valley, and an exposé of the various "rackets" designed to cheat rural dwellers. Another outstanding feature was a *Salute to Canadian Agriculture* provided by the BBC.

### **Gardening Broadcasts**

These are presented weekly in all regions under the heading of *Maritime Gardener*, *Prairie Gardener*, etc. On the French network the title is *Jardins Plantureux*, *Jardins Fleuris*. Designed mainly to assist the small-scale gardener, the broadcasts are also well received by truck gardeners operating on a larger scale. Audience mail response in all regions has been excellent. Listeners invariably comment on the fact that these broadcasts are one of the few sources of information on gardening conditions and problems that are typically Canadian. In some cases, copies of the scripts are being utilized by boys' and girls' gardening clubs as part of their study program, and also by adult horticultural groups.

### **Fishermen's Broadcast**

This is a new service inaugurated in the Maritime region on February 11, 1946. Response to this fifteen-minute week-day program has been excellent. Each broadcast includes a special weather forecast and weather reports for marine regions, prepared by the Dominion public weather office especially for these broadcasts, as well as fishery market reports and landings, drift ice reports, bait and ice supply reports, vessel arrivals and departures, and general informa-

tion and news of interest to fishermen. The Dominion and provincial departments of fisheries are very co-operative in this regard. In addition, marine area forecasts are broadcast in early morning and late evening periods. This is the first regular *Fishermen's Broadcast* of this type to be presented in Canada.

### **Farm Review**

Originally designed to provide our servicemen and women overseas with a weekly picture of Canadian farming, the form of this program is gradually being changed as our service personnel return. The commentary now features news items of interest to British listeners as well as service personnel remaining overseas. The program is based on material gathered by the regional farm broadcast commentators and is broadcast through the CBC International Service.

### **Special Broadcasts**

Broadcasts from the United Nations Food and Agriculture Organization conference at Quebec City in October 1945 came under this heading. The department was responsible for domestic coverage of this three-week conference and also provided a daily commentary in English for the International Short-wave Service, in addition to production of several foreign-language talks as well as originations for American networks and private stations. Domestic coverage included regular commentaries for the regional farm broadcasts, occasional spots for *CBC News Roundup* programs, special fifteen-minute feature broadcasts, and the *Farm Forum* origination mentioned earlier.

### **Religious and Institutional Broadcasts**

The half-hour Sunday services, *Church of the Air* and *Religious Period* were again arranged by the CBC in co-operation with the National Religious Advisory Council. These services by speakers from all parts of the country were carried on the Trans-Canada network and were made available to Dominion network stations as well. *The Way of the Spirit* series, portraying in dramatic form the workings of the Holy Spirit, brought a wide and popular response from young and adult listeners.

Regular Sunday morning church services were broadcast locally from some of the main CBC production points. In addition, *Morning Devotions*, a fifteen-minute period of daily worship was broadcast locally in all regions, with speakers chosen by the local committee of clergy. *World Church News*, a series presenting happenings of the Christian church throughout the world and the development of religious life in Canada, was broadcast each Monday on the Trans-Canada network.

On special occasions during the year, outstanding religious events were brought to Canadian listeners. The Christmas Day service was from the Mohawk Chapel, Brantford; the *Church of the Air* Christmas address was given by the Rev. John William Charles Wand, Bishop of London. During Easter, *Holy Week Meditations* came from Calgary, there was a special Good Friday service from Brandon, and *Lenten Meditations* from Toronto. *Eventide*, a program of sacred music and scripture readings, broadcast each Friday from Vancouver, received a wide mail response.

Religious broadcasts on the French network followed a pattern similar to the Trans-Canada network. For shut-ins, a broadcast of the High Mass takes place on the first Sunday of each month, either from Montreal, Quebec City or Ottawa. There are daily periods of morning devotion and a religious talk each Saturday evening, while the popular religious questions and answers program, *L'Heure Dominicale*, was continued. A monthly description of the pilgrimage of the



sick to St. Joseph's Oratory in Montreal was broadcast and there was the preaching of a retreat for the shut-ins. An annual feature on the French network is the broadcasting of the Midnight Mass on Christmas Eve from the Grand Seminary in Montreal. Other outstanding programs were heard on the occasion of the observance of certain religious feasts.

In the field of institutional broadcasts, the co-operation of the CBC was extended to many recognized Canadian public service organizations on the Trans-Canada, Dominion and French networks. A definite place was made in the Corporation's schedule for the promotion of the activities of national campaigns and community projects. The ideas of these organizations were carefully translated into radio terms and programs were created to hold the interest of the general listener. Where talks were employed, an effort was made to secure interesting material, effective presentation, and a speaker with a good radio personality. Special feature and anniversary broadcasts were arranged for the Boy Scouts and Girl Guides, Salvation Army, Prospectors and Developers Association, International Students Service, governments-in-exile, and various national and community charitable organizations.

*The Northern Messenger Service*, the only national service of its kind in the world, was again broadcast during the winter months. In this series personal messages were read to the residents of the Arctic and other points not served by regular communications.

### **School Broadcasts**

During 1945-46, school broadcasting continued to develop along the lines established in the past. The provincial departments of education, either individually or in collaboration with each other, plan various programs related to their course of studies which are broadcast to schools on either a provincial or regional basis for listening in the classroom. The cost of these school broadcasts is borne jointly by the departments of education concerned and the CBC. The departments pay the cost of preparing scripts, and the fees of participating artists. The CBC contributes expert production supervision, and the cost of studio facilities, network lines and broadcast time, etc.

In addition to the provincial and regional school broadcasts, the CBC, with the aid of the National Advisory Council on School Broadcasting, also prepares and pays for a series of twenty-five *National School Broadcasts* which have for their purpose the strengthening of a sense of Canadian citizenship in young people. At the request of the departments of education concerned, the CBC also presents two courses offered by CBS *American School of the Air*, i.e. *Tales From Far and Near*, heard in Eastern Canada and Manitoba, and *The March of Science*, heard in Ontario. In exchange for these facilities the CBC during the past school year contributed to the *Columbia School of the Air* six broadcasts on aspects of Canadian life which were heard in the United States over the CBS network. All but one of these were also broadcast in Canada.

By special request, the CBC prepared and presented to provincial departments of education in Eastern Canada, a complete dramatization in serial form of Shakespeare's *Julius Caesar*.

In Quebec on the French network the CBC provides through *Radio-Collège* educational broadcasts designed mainly for students of arts course level and adults. Details of these programs are given later in this report.

The total amount of time devoted to school broadcasting in the different regions is as follows:

Maritimes .....	3 hours per week
Ontario and Quebec (English-speaking) ..	2½ hours per week
Quebec (French-speaking) .....	5 hours per week
Prairies .....	2½ hours per week
British Columbia .....	2½ hours per week

During the year the CBC presented a total of eighty-six half-hour broadcasts over the Trans-Canada network. Of these, fifty-one originated in the United States with the CBS *American School of the Air*; five originated in Canada with the CBC as contributions to the *School of the Air* and were also heard in Canada. Thirty originated in Canada and were heard in Canada only. The twenty-five *National School Broadcasts* on citizenship were planned for students of grades six to ten. The first ten minutes of each broadcast were devoted to a weekly review of current events especially prepared by the CBC central newsroom. The remainder of the period was a dramatic play or some other suitable presentation of a given subject as indicated below.

The subjects of the national series were as follows:—

*Our Canadian Cities.*—Nine dramatized broadcasts on the history and development of important towns in Canada with special attention to the economic causes of their development.

*Message for Tomorrow.*—Addresses by five prominent Canadian citizens: Lester B. Pearson, Leonard W. Brockington, Wilfred Pelletier, Matthew Halton and Foster Hewitt. In each of these addresses the persons concerned explained to the student something of the work in which they were engaged and related it to the general theme of good citizenship.

*Citizens-to-be.*—Four student forums, from representative high schools in Vancouver, Toronto, Regina and Montreal. In these broadcasts a panel of students discussed the subject of democracy as it applied to their daily lives in school and at home.

*Further Adventures in Canadian Painting.*—Six dramatizations of the lives and work of representative Canadian artists in continuation of a highly successful series on the same lines given the previous year. Several living artists, including Arthur Lismer and Carl Schaefer, gave broadcasts in person during the series.

To publicize these school broadcasts among teachers and education authorities, the CBC prepared and distributed 35,000 copies of its "Young Canada Listens" manual, which gives a complete survey of all school broadcasting in Canada for the year. Additional publicity is given by the provincial departments of education which prepare manuals giving detailed information about their own local broadcast activities.

Since, for the past few years, schools have not been able to purchase new radio receivers and have found it extremely difficult to purchase used ones, there does not appear to have been any substantial growth in the school audience over that of last year, when it was estimated that 4,300 schools and a total of some 200,000 students listened to school broadcasts. However, the fact that forty-five radio stations agreed to carry the *National School Broadcasts* in 1945-46, as compared with forty stations in 1944-45, gives a good indication of the growth of public interest in them. Since urgent requests have been made by both school boards and departments of education, that schools be given a first priority in the purchase of new receivers, it is hoped that the school listening audiences will increase greatly in number during the coming year.

In connection with *Further Adventures in Canadian Painting*, the National Gallery of Canada again prepared a special set of color prints of pictures by the artists involved for distribution to school students. This year over 127,000 of these prints were sold as compared with 120,000 sold in 1944-45. The Art Gallery of Toronto has also co-operated both by selling prints and by preparing a special exhibit of pictures by Canadian artists which has been seen by a large number of interested students, teachers and parents as a follow-up of the broadcast.



The serial dramatization of Shakespeare's *Julius Caesar* deserves special mention. This marked the first occasion that a virtually complete radio performance of any Shakesperian drama had been heard on the air on this continent. It proved to be perhaps the most popular school radio feature hitherto presented by the CBC. So great was the interest shown that by popular request the performance was repeated in full during an evening period over the Trans-Canada network at a later date in the year.

Each year the Institute for Education by Radio at Ohio State University holds a contest to discover the best radio program of the year, and entries are received from all the leading American broadcasting stations. In 1944-45 the CBC school broadcasts department received a first award for the best secondary school broadcast of the year with its *Conserving Canada* series. In commenting on the quality of Canadian school broadcasts the Institute judges offered the following citation: "For an original clever script and imaginative production which makes factual information real and memorable. Intelligibility is never sacrificed to production—once again the judges wish to commend the CBC for its intelligent use of radio."

During the fifth academic year the French network of the CBC through *Radio-Collège*, presented fifteen different series during a period of twenty-four weeks, a total of 366 broadcasts. The listening audience of *Radio-Collège* is scattered throughout more than 450 rural and urban centers. The curriculum is not prepared solely for students of secondary, normal and high schools, but for an even larger audience of adult listeners.

During 1945-46, 15,000 copies of the printed curriculum were distributed to listeners at their request.

The dramatic literature series was designed to familiarize listeners with the drama of the American, English and Russian theatres. The plays presented this year were by Shakespeare, Dostoiowski, and Tchekov. *David Copperfield*, by Charles Dickens, was presented in dramatized form and *The Green Pastures*, by Marc Connelly, was broadcast. These plays were full-length presentations, one complete act each week.

The literature series also included *Les Fables de La Fontaine*; a different fable was analysed each week and the moral applied to present-day life. Twenty-four dramatized biographies of French authors, from the Renaissance to the French Resistance, were presented each week.

The biblical studies programs were made up of a fifteen-minute lecture followed by a discussion presented in the Socratic manner.

The science series reviewed the history of science and the present-day applications of scientific principles. Another period was assigned to the dramatized biographies of the great scientists of all countries.

A lecture and a dramatization were the two component parts of the series on Canadian history, which dealt with the "*faits et gestes*" of men of valour, under French and British rule.

Two courses of twenty-four lessons were devoted to the study of botany and zoology. The geography lessons during the year were studies of the American way of living, following a similar course on Canada last year.

The music appreciation course dealt with studies of the Symphonic Poem. Twenty-four broadcasts dealt with the most important works in the library of program music.

Some of the *Radio-Collège* series have been translated and broadcast, through the CBC International Service, at the request of the United Nations, to pupils of Luxembourg, Greece, Poland and Czechoslovakia. The series offered to UNESCO were *Great Medical Discoveries*, *Adventures in Science*, *Science in Action*, *Human Geography* and *The Plant World*.

## Music

The major undertaking of the music department during 1945-46 was the presentation of an increased number of program series featuring Canadian symphony orchestras. Running continuously throughout the year, these broadcasts included 19 programs by the Toronto Symphony Orchestra; 10 by the Vancouver Symphony in a Sunday night series; and eight by the orchestra of Les Concerts Symphoniques de Montréal. Among the Toronto Symphony programs were five designed especially for school students, two of which were broadcast in Ontario only, under the auspices of the Department of Education of the Ontario government.

The total number of programs by this group of orchestras constitutes an increase over those presented in previous years, the Toronto Symphony and the Vancouver orchestra both being given an additional four broadcasts this year.

The "Prom" concerts of the Toronto Philharmonic Orchestra and the Chalet Concerts of Les Concerts Symphoniques de Montréal were again a regular part of the Corporation's summer broadcasting, from May to the end of September. These were presented on the Trans-Canada and French networks, as were the concerts of the Vancouver Symphony; whereas the regular concerts of the Toronto Symphony Orchestra and Les Concerts Symphoniques de Montréal were broadcast over the Dominion and French networks.

Other major program series in the field of symphonic music included those of the CBR Symphony Orchestra, under the direction of Arthur Benjamin, as a presentation for listeners in western Canada; an extended series called *CBC Concert Hour*, from Montreal, and the CBC Concert Orchestra series from Vancouver, both of which were broadcast during most of the year.

Two of CBC's best-known programs were continued in the group of important string music broadcasts. These were *Serenade for Strings*, from Montreal, and *Classics for Today*, from Vancouver. Each has been an annual presentation for several years. A series entitled *Winnipeg String Orchestra* was broadcast from Winnipeg, under the direction of Ronald Gibson. Throughout the year the Corporation's Sunday morning *Chamber Music* period presented such well-known ensembles as the Parlow String Quartet, the Sumberg Trio in a series of string trios by Mozart, and a number of Montreal groups in the performance of little-played chamber music compositions. Arrangements were also made with the Montreal Festivals for the broadcast of six chamber music programs by the McGill String Quartet and guest soloists.

*Masterworks of the Pianoforte* was again carried on CBC. Another outstanding series, on Monday evenings, featured instrumental recitals by foremost Canadian artists, including Lubka Kolessa, pianist, Zara Nelsova, 'cellist, Kathleen Parlow, violinist, and Leo Barkin, pianist. In order to foster the development of young artists, daily recitals were broadcast from different cities across the Dominion every afternoon, except Wednesdays. Some of the artists introduced in these recitals were later heard in network musical broadcasts.

There were several important series of serious music carried on the Dominion network, in addition to the network's symphonic presentations. Concert music was broadcast from Winnipeg in the program, *Winnipeg Presents*, and a series of Mozart sonatas for violin and piano was carried on Sunday nights. The Dominion network's *Midweek Recital* series brought two of Canada's leading singers, Frances James, soprano, and Ernesto Vinci, baritone, to the national audience.

Several organ recital series were included in the CBC's broadcast schedule. One was broadcast from Quebec City to the French network. Another featured organists from various western cities in recitals on the Trans-Canada network.

Programs of choral music were given at all times during the year by a variety of Canadian organizations. Among these were the Choristers, the Georgian Singers, the Winnipeg Philharmonic Choir, the Young Women's Musical Club, the Junior Boys' Choir, and the CBR Singers. Ukrainian, Scandinavian and Czechoslovakian choirs were presented in a special Winnipeg series which introduced a variety of different ethnic groups to CBC listeners.

A highlight of choral broadcasting was the special broadcast of Berlioz' *Te Deum*, from the church of Notre Dame in Montreal, celebrating Victory Day. This was presented under the auspices of the Montreal Festivals.

The Christmas music of a special nature, broadcast this year, included the performance of *The Messiah* by the Mendelssohn Choir of Toronto and the Toronto Symphony Orchestra, under the direction of Sir Ernest MacMillan; and Healey Willan's *Nativity Play*.

Much of the best music offered by the American networks was also carried by CBC during 1945-46. The CBS programs of the New York Philharmonic Orchestra were again brought to Canadian listeners on Sunday afternoons, and the ABC broadcasts of the Metropolitan Opera were, as usual, a feature of CBC's Saturday afternoon schedule. Upon the conclusion of the opera season, the Trans-Canada network carried *Orchestras of the Nations*, a series from NBC presenting famous orchestras from different American cities. The programs of the Philadelphia Orchestra were also broadcast by the CBC, and the Boston Symphony was heard as an exchange feature on Saturday nights over the Dominion network.

In the field of lighter music, the CBC presented a variety of fare. Notable series included *The Sunday Night Show* from Montreal, *Leicester Square to Broadway* and *Music from the Pacific* as Vancouver contributions, *The Prairie Schooner*, *Soliloquy* and *Roy Locksley Conducts* from Winnipeg, and *The Old Songs* and the Dominion network's *Latin-American Serenade*, from Toronto.

### Drama

During the year, 262 dramatic productions were broadcast from Toronto, Montreal, Vancouver and Winnipeg in English. These were the work of 91 writers, 79 of them Canadian. About 95 per cent of the scripts used were written by Canadians; the minimum fee paid for performing rights was \$50, the maximum \$100. The average script fee was \$70. The standard practice of the drama department is to protect the author's property by purchasing the rights for only one performance, leaving all other rights in the author's possession. This practice has resulted in greatly improved status and security for Canadian authors writing for radio.

*Stage 46* from Toronto was under the direction of Andrew Allan, supervisor of drama; Rupert Caplan directed *The Play of the Week* from Montreal; *Vancouver Playhouse* and *Pacific Time* were directed in Vancouver by Archie MacCorkindale; *Winnipeg Drama* was under the direction of Esse Ljungh. Considerable progress was made in Halifax by Stephen Appleby in training a group of actors for network dramatic productions from the Maritimes.

The drama department worked in close co-operation during the year with the talks and public affairs and school broadcasting departments and with the International Service in the writing and production of special dramatized programs.

On the French network, *Radio-Théâtre* continued with its radio adaptations of French plays and original works by Canadian authors. *Radio-Carabin*, the variety show, held its high popularity with sketches written and played by Montreal and Quebec university students, along with outstanding instrumentalists and singers from Canada and abroad as guest artists. Both these programs were one-hour weekly features.



Weekly half-hour dramatic periods included *Voir du Pays*, featuring original plays by Canadian writers; *Entrée des Artistes*, scripts by Canadian writers, played by young actors; *Studio G-7* and *Enca des Rêves*, original scripts by Yves Thériault and Félix Leclerc, respectively; and *Mille et Une Nuits*, radio adaptations of the famous tales.

*Concours Littéraire* was a drama contest to discover new French-Canadian writers. Three hundred and thirty scripts were submitted and twelve were selected for presentation on the air.

### Feature Broadcasts

In the features department the year just past has been unusually eventful, since it is one function of this department to mark special occasions of national significance.

In addition to devising and producing some eighty feature programs, including two series—*The Johnny Home Show* and *The White Empire*, special efforts were put forward on VE-Day and VJ-Day, as well as on December 25, the first peacetime Christmas in six years. On Christmas the peacetime practice of setting aside a one-hour period during the day in which the whole country participates was resumed. The familiar title *Canadian Christmas* was used, and diverse scenes from the Atlantic to the Pacific were reflected. For the first time in broadcasts of this sort the Yukon Territory joined the family of provinces with a vivid picture from Whitehorse of Christmas on the frontier.

In addition, on Christmas Day, a one-hour variety feature, *Christmas Party*, including in its cast the foremost artists of Canadian radio, representing both non-commercial and commercial programs, was produced.

On VE-Day and the day following, two feature broadcasts were presented to the National network—*VE-Day in Chicotin Alberta* by Len Peterson and *The Second Day* by Joseph Schull.

The death of President Roosevelt was observed with the broadcast of *Citizen of the World*, by Harry J. Boyle.

On VJ-Day, the Pacific war was reviewed in *The Forty-Four Months*, by the distinguished Canadian author and playwright, Merrill Denison.

Co-operating with the War Information Board and its successor, the Canadian Information Service, the features department undertook the production of a fifty-two week series designed to discuss in lighter vein the problems of rehabilitation under the banner of *The Johnny Home Show*. This all-Canadian comedy show has won an unusually large listening audience for a non-commercial program which is basically informational.

As the first postwar feature series, *The White Empire*, the story of Canada north of fifty degrees, was presented in thirteen half-hour episodes from November to February. Telling in a graphic and colourful manner the saga of the Canadian north from the days of the first voyages of exploration to the present, the series won wide commendation from educators across the Dominion as having gone far beyond the textbook and for its having brought to younger listeners a knowledge not alone of the Northland's history but a realization of its wealth and its geopolitical significance in the world of today and tomorrow. A great many scripts were sent out on request to teachers and pupils in high schools from coast to coast.

As it does each year, this department devised and produced many programs to mark national holidays and historic dates of significance, and special feature broadcasts were written and presented to assist charitable and public service organizations.

Special feature broadcasts were produced for the French network during the year to celebrate various occasions such as Labour Day, Armistice Day, and Christmas.

Encouragement through professional employment was given to a great volume of new talent, both in the acting and writing fields. Notable in this connection was *Not Bread Alone*, written by and for the most part acted by undergraduates of the University of Toronto. The program was designed to assist the International Student Service in its efforts to rehabilitate the universities of Europe.

### **Children's Programs**

*Just Mary* continued during the year as a Trans-Canada network feature on Sundays with stories to stir the imagination of "the very young and grown-ups too." More than 10,000 requests were filled for an illustrated pamphlet about *Just Mary* herself.

The variety show, *Children's Scrapbook*, was heard again on Saturdays over the Trans-Canada network, but towards the end of the year it gave way to a series of fairy tale adaptations titled *Land of Supposing*.

*The Magic Chord* and *Magic in Spring*, special Christmas and Easter series, were heard again this year on the Trans-Canada network.

*Cuckoo Clock House*, a variety show, and *Stories for You*, prepared by Boys and Girls House of the Toronto Public Library were Saturday features on CJBC, Toronto.

On the French network, *Il Etait une Fois* continued with dramatized tales three times a week and *Le Questionnaire de la Jeunesse*, the weekly quiz program for young students was heard again.

*Yvan l'Intrépide* brought tales of adventure to young French network listeners for fifteen minutes through the week.

*Noël d'Enfants* was a special one-hour dramatic program heard on the French network during the Christmas season.

### **International Exchange Programs**

In a purely physical sense, the closest field of operation in international exchange programs lies with the United States, both their networks and individual stations. The Corporation has continued co-operation with the NBC *University of the Air* and CBS *School of the Air* by providing Canadian contributions to these two series as in the past. The series to which the Canadian contributions have been made have continued to be carried on CBC networks. Other public service series have also been carried, including presentations in the field of serious music.

A good instance of co-operation with individual American stations is shown in relations with Station WSUN, St. Petersburg, Florida. At the end of the war, this station asked the Corporation to provide four broadcasts devoted to the tourist attractions of four separate sections of Canada. These four broadcasts, prepared by CBC commentators, were used by WSUN in the spring in their "Festival of States" week, in which similar programs were presented as well from various sections of the United States. It is anticipated that this co-operation will continue in future years.

An example of release of regular CBC service over American stations is provided in the case of Station WHDH of Boston. During the past year this station negotiated with the Corporation to feed a large number of sustaining programs from our networks to Boston by line, with costs paid for by WHDH. As a result many programs, not only general entertainment but classical music as well, performed by Canadians, were heard over this station at the same time they were presented in Canada. This service ran through the winter season until the beginning of March and included many of the special CBC programs of Christmas Day and New Year's Day.



In the development of international exchange programs with BBC the close co-operation with the BBC Canadian office, located at CBC national program headquarters in Toronto, continues. Not only has a regular weekly series of programs been continued during the past season, but with the increase of program information available both at BBC and CBC offices, there has been an increase in the development of individual programs for individual occasions, ranging from voice reports to features

With the development of CBC International Service and its reception in other countries, the whole matter of a wider exchange of program material is being thoroughly studied.

### *Announcing*

Most of the announcers who left their work at the microphone for service with the forces or for special assignments overseas have now returned to the Corporation. This has resulted in a strengthening of the announcing staff. Generally it has been found that though they required a short period in order to get used to microphone work again, their experiences have given them added maturity and authority.

The announcing field seems to have very great attractions for ex-servicemen. Apart from regular auditions of candidates specifically applying for positions, between four and five hundred men seeking advice as to their possibilities have been interviewed and auditioned. In the vast majority of cases it has been found that they have not had the required qualifications. In all cases suitable advice has been given as to the desirability and possibilities of training and as to possible opportunities. In exceptionally promising cases, the Corporation has engaged a man on an apprentice basis for training on the job. The necessity of maintaining standards, the return to the field of experienced announcers, and the shortness of space and equipment make it impossible to do this apprentice training on any but a very small scale.

The usual work of supervision and instruction continues by means of directives issued by the supervisor of broadcast language and by personal contact through visits by him to the Corporation stations at regular intervals. A revised edition of the *Handbook for Announcers* has been prepared and will be published in a few months.

The great discrepancy between the financial rewards received by CBC announcers and by free-lance commercial announcers has in the past caused the loss of some good announcers to the CBC. It is hoped that the scheme introduced this year of allowing CBC announcers to be paid for their work on commercial programs carried by the CBC will do much to remedy this situation.

### *Traffic*

While the end of the war resulted in a decline of some traffic operations, this was only insofar as overseas communication facilities and certain special types of war broadcasts were concerned. The lifting of the demand for facilities and personnel to deal with overseas and special war broadcasts, meant that these facilities and personnel would again be available for broadcasts in the interests of postwar rehabilitation and reconstruction and the more normal demands of peacetime broadcasting. The traffic load did not diminish but actually continued to show an over-all increase.

The major part of this increase was due to the growing schedule of operations on the Dominion network. The number of mile-hours in which this service was operated showed an increase of 34 per cent over the year previous. This alone more than offset any decline due to the end of the war so that in the over-

all traffic operation there remained an increase in duplicate and special operations of some 12 per cent. The permanent network services showed no appreciable change either in amount or rate of charges.

Among broadcasts which called for extra traffic arrangements of considerable extent were VE-Day and VJ-Day; the San Francisco Conference; the federal election campaign and four provincial election campaigns.

### **International Service**

Unlike the CBC in Canada, international service programs are organized by geographical area and not by program category. Within each language section the various talks, actualities, musical programs, commentaries, farm broadcasts, dramas, etc., are organized. Often common basic material is utilized, but more frequently specialized efforts are necessary. This is because an effort is made to discuss Canadian events in terms which listeners can understand in such widely scattered places as Chile and Czechoslovakia, where naturally the frames of reference are mostly different.

Languages regularly employed are English, French, Czech, Dutch, German, Spanish and Portuguese. English, French and German programs have been transmitted from the inception of the International Service; Czech and Dutch added within the next few months and finally, after eight months of operation, experimental transmissions to Latin America were begun in Spanish and Portuguese.

Since February 25, 1945, when the service was officially inaugurated, 12,459 separate programs varying in length from fifteen to thirty minutes have been transmitted, occupying 4,245 hours of broadcasting. These figures do not include special broadcasts in other languages, tests or emergency additions to the schedule, such as the periods around VE-Day, VJ-Day, the Canadian federal elections, the death of President Roosevelt, etc. Of the two kinds of audience which short-wave programs enjoy—the direct listener and the listener who hears by relay over his own national radio networks—naturally, the measured audience for rebroadcast is larger and for this reason great importance is attached to obtaining rebroadcasts in foreign countries. The more than 400 such rebroadcasts during the year is a good reflection on the quality of Canadian short-wave programs. On regular and special occasions more than 16 languages have been employed during the year. Many programs heard on CBC networks in Canada in English and French have been beamed overseas in addition to those specially prepared by the international service staff.

Another interesting project during the year has been the preparation and recording of the first album of Canadian music produced in Canada for foreign and domestic distribution. This has been the means of much publicity for Canada and the CBC abroad. A second album is planned.

During the first year of operation about 70 per cent of all broadcasts sent from Canada have been in English directed to Canadian forces or to English-speaking listeners in various parts of the world. Some 10,829 programs of various types have been transmitted, the majority to Canadian servicemen who listened directly or by relay over the *Canadian Forces Radio Network* and the BBC. There is an increase in programs for listeners in the United Kingdom. The *Canadian Forum* and *Canadian Chronicle* program series are indicative of the type of program being sent from Canada. In these, authoritative Canadian men and women prominent in educational, scientific and cultural life are heard, as well as actuality reports and commentaries reflecting the Canadian scene from week to week. In addition, distinguished visitors—soldiers, statesmen, travellers, business men and others are offered the facilities of the international service to beam reports back to their homelands. A good example of this kind

of broadcasting was from the Food and Agriculture Organization conference at Quebec City where some 28 special talks were beamed to various members of the British Commonwealth. Special mention should be made of the 60 broadcasts to the West Indies, a later development of the United Kingdom and Commonwealth section. Although Canada has been transmitting programs to this area but a short time, Canadian programs appear to have aroused considerable interest. These programs are heard only on a weekly basis at present but will become increasingly important in the next year. Mention should also be made of the 4,621 discs of Canadian programs forwarded to armed forces radio stations engaged in European broadcasting during the war.

The French section, one of the three original sections of the international service, is responsible for all French language broadcasts from Canada to other countries. Daily broadcasts are sent to France and, during the past year, broadcasts have been sent to French-speaking Canadian forces overseas. For the first two months of operation a daily fifteen-minute program was beamed to France and repeated later in the day. In addition, French newscasts were prepared. Later, this program was increased to a half-hour and at the same time a daily service to Canadian forces inaugurated consisting of variety and feature items as well as news from Canada. This program was gradually increased in length and at the same time many well-known programs heard on the CBC French network were included. Since its inception, the French section has prepared regular programs which are heard on the BBC and on the American short-wave transmissions. Canadian short-wave programs are monitored by the French radio authorities and lengthy excerpts are contained in the *Bulletin des Ecoutes*, published by the French Ministry of Information, an interesting evidence of the interest in broadcasts from Canada. The main daily program from Canada is *La Voix du Canada*, made up of news bulletins and a wide variety of reviews of Canadian events. The French section was represented at the San Francisco UN Conference and all other important international conferences in Canada during the year, originating reports and commentaries at each. Many of these were rebroadcast in Europe. In all, 930 broadcasts were presented to listeners in France and 814 special programs for the armed forces in addition to rebroadcasts of Canadian domestic programs.

The European section embodied the work of the German, Czech and Dutch departments which functioned during the past year. Recently, a special languages department was added to handle miscellaneous European languages employed from time to time. During the first seven months, while the war was on in Europe, great stress was laid on broadcasts to Germany. News bulletins and special programs designed to weaken German resistance were beamed daily and in the latter stages of the war hours of operation were extended to co-operate with the United States in relaying and originating programs for a stepped-up campaign to bring about the German capitulation. Now, in peace, German broadcasts add Canada's voice to those of the other United Nations helping to re-shape German ideas and outlook. Two 15-minute programs three times weekly and three 15-minute programs for the balance of the week are now heard. In addition, a weekly program is prepared and sent by discs to United States short-wave authorities. Portable recording equipment has been carried into nearly every prisoner-of-war camp in Canada and personal messages, talks, features, interviews, music and many other items by the prisoners have been recorded and beamed to Germany. The activities of the German department have played an important role in the re-education program of prisoners-of-war in Canada.



Since the official opening of the service last February regular Czech broadcasts have also been heard. These have taken the form of news bulletins, features about Canadian life, industry, culture and international affairs. Personal messages from Czechoslovak-Canadians have also been assembled with the co-operation of the Canadian Red Cross and relayed to relatives in Czechoslovakia at a time when no other form of communication existed. Special broadcasts on Czech and Canadian holidays have been rebroadcast over the Czech national radio system and have helped to create great popularity for Canadian broadcasts, so much so, that in many Czech homes they are a daily feature. There is an enthusiastic audience mail response from every part of the country. Recently word was received that a Czech Foreign Affairs Club under the patronage of the wife of the President of Czechoslovakia had established groups especially to listen to and popularize Canadian short-wave programs.

Regular broadcasts in Dutch were begun in June and followed much the same line of development. Personal messages, special programs and popularity of the Canadian army in the Netherlands have done a great deal to build a listening audience.

In all, 1,137 German broadcasts, 495 Czech broadcasts and 397 Dutch broadcasts were prepared and transmitted by the European section.

The Latin-American section began informal test operations on a weekly basis shortly after the first Civil Aviation Conference at Montreal in August. An experimental Sunday evening transmission relayed reports from the meetings to all points in Latin America enabling technical information on signal strength to be obtained. When this was assembled, regular weekly Spanish and Portuguese programs were begun. At the same time the United Kingdom and Commonwealth section began an English language program to the West Indies. A series of Canadian programs is being relayed regularly by the radio authority in Brazil. Some 270 programs were transmitted during the year in Spanish and Portuguese.

News is a most important part of short-wave broadcasting. Especially during the war period, when throughout Europe little news of the outside world seeped through German blockades, all language sections made extensive use of the news bulletins prepared by the newsroom of the international service. Material was accumulated for each of the language sections and complete English bulletins broadcast five times daily; this number was reduced to three daily in March. All translation into other languages is handled in the various sections. In all, some 1,985 complete bulletins were broadcast during the year.

Planned publicity on a large scale in Europe has been very difficult during the major part of the year while a state of war upset postal services, curtailed newspaper and magazine publishing and made regular communications except by radio almost impossible. However, a regular monthly printed schedule has been established which is distributed abroad to listeners, schools, universities, newspapers, magazines, embassies, banks, insurance companies, trade unions and other organizations. This mailing list has grown to some 5,000 names in Europe and to some 1,500 in Latin America. Approximately 9,600 pieces of audience mail have been handled and listeners have been encouraged to write. Requests contained in letters are dealt with or passed on for attention by government departments or business firms. Photographs, matrices and all the tools of publicity have been employed but on a limited scale while distribution was being worked out. Special articles have appeared in Canadian and European journals and more than 100 press releases in six languages put out.

## COMMERCIAL DIVISION

Apart from its immediate impact, VE-Day did not have any noticeable effect upon sponsored network programs which continued in large measure to be of an institutional character and to lend excellent support in every possible way to Canada's war effort. Following VJ-Day, however, with the exception of the 9th Victory Loan Campaign which, as with all other Victory Loans, was supported most generously by commercial sponsors, the number of special appeals dropped off sharply. As reconversion progresses, commercial programs in general have been gradually changing, moving away from their institutional character to undertake again the dual task of publicizing sponsors' products and building the goodwill of listeners. In two cases, *L for Lanky* and *Fighting Navy*, sponsored programs which had centred entirely around the activities of branches of the armed forces and which were highly popular during war years were replaced by musical programs after hostilities had ended.

The year under review saw still further improvement in the standard and quality of sponsored network programs which continued to make a substantial and sound contribution to the Corporation in three distinct ways. They brought regularly to Canadian listeners many popular programs, they provided nearly one-third of the Corporation's annual revenue and, in addition, by furnishing over the year a large number of network programs at no cost to the CBC for talent and production, permitted the Corporation to spend in other ways money which otherwise would have been required for more non-commercial network programs.

In arranging for sponsored programs over CBC networks, the Corporation has endeavored to maintain a high standard of acceptance, bearing in mind at all times that such programs should add to the variety and over-all interest of CBC network schedules. Sponsored network programs broadcast in Canada during the past year have embraced numerous types—music of all kinds, dramatic features, comedy, quiz and variety shows and outstanding sports broadcasts. Programs of Canadian origin have been encouraged and the year has seen a gratifying increase in the use of Canadian talent on sponsored programs. As in previous years, CBC networks have also carried many top-flight sponsored programs from networks of the United States.

In the year ending March 31, 1946, sponsored programs occupied 18.8 per cent of all network broadcast time, spread over the three networks of the Corporation. This was a decrease of 2.8 per cent over the previous year.

**Trans-Canada Network**

There were few changes in the list of sponsored programs on the Trans-Canada network and the over-all total was substantially the same as in the previous fiscal year.

Sponsored daytime programs originating in Canada again included the popular serial *Soldier's Wife*, *They Tell Me*, featuring Claire Wallace, and the long-established *Happy Gang* which broadcast its 2,000th program on March 8. A new program *Stars to Be* has encouraged the development of fresh Canadian talent in the dramatic field.

In the evening hours, sponsored programs included many superior Canadian productions. A notable new feature was the full-hour Friday night broadcasts of the *Toronto Symphony "Pop" Concerts*. Weekly dramatic programs included *Curtain Time* and *John and Judy*. In the variety and musical field, *Stardust Serenade*, *Canadian Cavalcade*, *Jolly Miller Time*, *Voice of Victor*, *Peerless Parade* and *Cashmere Bouquet House Party* provided popular entertainment. *Share the Wealth* continued in the quiz-show category and Saturday night



schedules again included the *NHL Hockey Broadcasts*, excerpts from which, as in previous years, were recorded and transmitted by short-wave to overseas troops. On Sunday afternoons, for the third successive season, *Singing Stars of Tomorrow* featured young Canadian vocalists from all parts of the country in competition for musical scholarships. During the twenty-six broadcasts this year, forty-four aspiring young Canadians took part in the competition for the three grand scholarship prizes of \$1,000, \$500 and \$250.

Most of the sponsored programs originating in Canada were produced in Toronto or Montreal, although there were two Winnipeg productions *Red River Barn Dance* and *Rhythm and Romance*, and *Harmony House* was presented from Vancouver. The Trans-Canada network broadcast numerous excellent programs from the United States. Daytime schedules included *The Breakfast Club* and such well-known dramatic serials as *Road of Life*, *Lucy Linton*, *Big Sister*, *Woman of America*, *Ma Perkins*, *Pepper Young's Family* and *Right to Happiness*. On Saturday afternoons, as in previous seasons, full-length *Metropolitan Opera* broadcasts were brought to Canadian listeners, coast to coast. Evening schedules included *Ozzie and Harriet*, *The Charlie McCarthy Show*, *Album of Familiar Music*, *Lux Radio Theatre*, *Big Town*, *Fibber McGee and Molly*, *Kraft Music Hall* and *Waltz Time*—popular programs that are as widely enjoyed in Canada as in the United States.

### **Dominion Network**

Now in its third year, and with a record of steady improvement in its evening program service, the Dominion network broadcast this year many popular and highly creditable programs, several of which featured Canadian talent. *Music for Canadians*, *Parade of Song* and *The Northern Electric Hour* originated in Toronto; *Light Up and Listen* was produced in Montreal; *Treasure Trail* was broadcast in the Prairie region from Winnipeg; and *Grand Old Songs*, heard in the Pacific region, originated in Vancouver.

Dominion network stations also carried many top-ranking sponsored programs from the United States. Comedy was provided by *Bob Hope*, *Alan Young*, *Jack Carson* and *The Rudy Vallee Show*. Musical productions included *Star Theatre*, *Contented Hour*, *The Dick Haymes Show* and *National Barn Dance*. Variety was the keynote of *Hall of Fame*, *Radio Reader's Digest* and *Request Performance*. For quiz enthusiasts, *Information Please* was a superior feature. Drama of different types was furnished by *Those Websters*, *Ellery Queen* and *Theatre of Romance*, and in sports, the Friday night boxing bouts from New York City continued to be heard each week throughout the year.

### **French Network**

It is to be noted that again this year an improvement in both variety and quality was the main feature of commercial programs on the French network. This was noticeable particularly in night-time series where the new commercials were *Un Homme et son Pêché*, *Au Coin du Feu*, *L'Heure Northern*, *Qui suis-je?*, *Ceux qu'on aime*, *Mosaïque Musicale*, *Le Théâtre de chez-nous*, *Les Talents de chez-nous*, *Taxi 13*, *Sérénade aux Étoiles*.

The most popular program that the CBC created in French Canada has been *Un Homme et son Pêché*, for seven years a sustaining feature. This program has finally been released for sponsorship and has continued to maintain its large audience of listeners.

Sponsors of two programs, which had been on a subsidiary hook-up basis, took advantage of our regular network service. The programs are *Ceux qu'on aime* and *Le Théâtre de chez-nous*.

Owing to the co-operation of CBC personnel, fine musical series such as *The Northern Electric Hour*, the *Toronto Symphony "Pop" Concerts* and *Stardust Serenade* were broadcast over the French network. Announcements, translated by CBC personnel in Montreal, were given over the French network. In the case of the "Pop" concerts the French commentator travelled weekly to Toronto in order to assure perfect synchronization of the French and English announcements.

Two excellent musical series originated in Montreal for the French network, *Au Coin du Feu* and *Mosaïque Musicale*.

The daytime series, *Pierre Guérin*, was replaced by *Qui suis-je?*, a nighttime quiz show with very wide popular appeal.

Last year's variety programs, *Les Joyeux Troubadours*, *Les Alouettes Eveready*, the quarter hour serials, *Vie de Famille*, *Quelles Nouvelles?*, *Rue Principale*, *Grande Sœur*, *Tante Lucie*, *Jeunesse Dorée*, *Métairie Rancourt*, the series *Courrier-Confidences* and *Le Quart d'Heure de Détente*, were again the mainstay of the daytime commercial programming.

In the evening, *Les Soirées Canadiennes*, *Métropole*, *Les Talents de chez-nous*, *Mosaïque Musicale*, *Taxi 13*, and the Forum originated broadcast, *NIHL Hockey*, were scheduled over the French network.

Programs originating outside of Montreal and carried in Quebec with French cut-in announcements were the *Metropolitan Opera*, *Waltz Time* and *Album of Familiar Music*.

As can be seen from the above, the great majority of sponsored programs broadcast over the French network, were created especially for the Quebec audience and originated in Montreal.

### **Subsidiary Hookups**

Subsidiary hookups consist of two or more privately-owned stations linked by special wire lines. Their main purpose is to provide broadcasting facilities for advertisers who wish to reach a few specific markets within limited range and to make possible the simultaneous release of such advertisers' programs in the areas they wish to cover. Subsidiary hookups are confined to provinces or regions and programs on such hookups are entirely separate from the Corporation's regular network service.

During the year ending March 31, 1946, fifteen programs, of varying series duration, were broadcast over subsidiary hookups of English-speaking stations. Twenty-one different series of programs in French were heard over subsidiary hookups of French stations. Combined, they occupied approximately 561 hours of broadcast time and were confined for the most part to the principal market areas of Ontario and Quebec. Of the programs in English, 49.5 per cent originated at Toronto, 36.5 per cent at Montreal and the balance at various other points. With the exception of one broadcast from Quebec City, all French programs originated in Montreal. These figures do not include subsidiary hookups used for political broadcasts.

### **Political Subsidiary Hookups**

The year ending March 31, 1946, was marked by a Dominion election and four provincial elections. In all of these, during the campaign periods, subsidiary hookups within provincial limits were purchased by various political parties.

A federal election was held on June 11, 1945. During the preceding campaign, political parties paid for the following:

<i>Party</i>	<i>Hookups</i>	<i>Hours</i>
Conservatives .....	77	23½
Liberals .....	62	20½
C. C. F. ....	1	½
Bloc Populaire .....	5	1½
Comité de Citoyens Indépendants.....	1	2
Independent (F. Dorion) .....	1	½
Front National (P. J. A. Cardin) .....	1	½
<b>TOTAL</b>	<b>151</b>	<b>48½</b>

Provincial elections were held in Ontario on June 4, 1945; in Manitoba on October 15, 1945; in Nova Scotia on October 23, 1945; and in British Columbia on October 25, 1945. The following subsidiary hookups were purchased by the political parties indicated:

<i>Election</i>	<i>Party</i>	<i>Hookups</i>	<i>Hours</i>
Ontario .....	Conservative .....	7	3½
	Liberal .....	4	1½
Manitoba .....	Coalition .....	1	½
Nova Scotia .....	Liberal .....	2	1
British Columbia ....	Coalition .....	6	2
The above does not include any by-elections.			

### PRESS AND INFORMATION SERVICE

Publicity for CBC programs, personalities and activities was carried on during 1945 through the various promotional media available. Program schedules, with listings and news, were issued regionally each week and sent to dailies, weeklies and other publications throughout the country, as well as to many individual listeners, radio officials, and interested organizations. The total of these weekly schedules distributed in all regions during the year was about 300,000.

In addition, special mimeographed releases were sent out to all publications, and many releases were carried by news wire services to all daily newspapers and radio stations.

Considerable progress was made in placing special articles for general publications, radio papers and trade journals, and more emphasis was given to this field. Arrangements were made with many publications for reprinting CBC talks and public affairs programs.

The possibilities of the use of photographs in publicity have increased and every effort was made to capitalize on this development. Numerous picture features were placed during the year. Weekly newspapers continued to receive plastic stereos regularly and this exclusive CBC press feature received, as in previous years, wide acceptance from editors. During the year, 87 of these picture releases were sent out to about 400 papers.

The *CBC Monthly Guide*, established in 1942, continued to be a valuable medium through which program information was circulated. This six-page paper was distributed each month to 15,000 organizations and individuals interested in advance information about programs of educational and cultural interest.

The use of radio itself as a promotional medium was given more attention and carefully-planned microphone publicity was used to broadcast program information to listeners of English and French stations.

A wide variety of printed matter was prepared and issued during the year to publicize many CBC programs, both French and English. There were about twenty-five such projects, in addition to those already mentioned, and the total circulation was approximately 500,000. This printed matter was in the form of pamphlets, brochures, posters, postcards, folders, reprints, theatre tickets, bookmarks, charts, manuals, etc.

Many requests for articles, photos and special information were filled from enquiries from Britain, the United States, Latin America and several countries in Europe. These requests come from editors and organizations interested in Canada's system of broadcasting and from many individuals, mainly in the United States, who listen to CBC programs.



### BROADCAST REGULATIONS DIVISION

The newly-formed broadcast regulations division performs regulatory functions which were previously vested in the station relations division.

It is the responsibility of the broadcast regulations division to handle matters pertaining to CBC regulations and the policies, and rulings concerning political and controversial broadcasting as set forth in the CBC "White Paper."

It has been estimated that over 4,000 separate programs are broadcast by Canadian stations each day of the year. These programs cover practically every phase of broadcasting and it is the duty of the broadcast regulations division to assist both the Corporation and privately-owned stations to keep this material in line with regulatory requirements. This division is also charged with the interpretation of regulations and rulings and the legality of quiz programs and merchandizing "give-aways."

All announcements made on Canadian stations for products which come under the purview of the Pure Food and Drugs Act must be cleared through this division. They are reviewed for "good taste" acceptance and are then forwarded to the Department of National Health and Welfare in Ottawa for approval or revision, on the basis of the validity of claims made for the products. An average of 2,000 pieces of copy are cleared each month. This continuity is in the form of flash and spot announcements, transcribed programs, single-station live-talent programs and commercial network presentations, both Canadian and American. The work involves continuous and cooperative contact and discussion with Canadian and American advertisers and agencies.

All arrangements for broadcasting in connection with election campaigns, both federal and provincial, are handled through the broadcast regulations division. This work is carried forward in co-operation with privately-owned stations and political parties. An efficient system has been set up for the handling of both federal and provincial election campaigns. This system is designed in accordance with policies and rulings governing political broadcasting. The fact that during the federal and provincial campaigns which were held during the past year not one major complaint was received from any party headquarters is proof of the efficiency of the system established.

### STATION RELATIONS DIVISION

The creation of the broadcast regulations division now enables the station relations division to centre its efforts on closer liaison with privately-owned stations and the important function of distributing CBC programs. The re-organization was timely in view of the many new problems which came with the end of the war and which called for a greater concentration on network distribution of programs designed to facilitate reconversion.

An extensive reallocation of network broadcasts was made necessary by the return to standard time, which was adopted by many localities while other centres adopted daylight saving time. Negotiations with the stations affiliated with our networks were carried forward. There were many problems and an attempt was made to arrive at solutions with the least disturbance of local and network programs.

The annual meetings with CBC affiliated stations of the Trans-Canada and Dominion networks which have been held were of inestimable value inasmuch as they made possible round-table discussions between CBC network affiliates and the various divisions of the Corporation represented at these meetings.

### **Program Statistics**

The compilation of program statistics by the station relations division is of vital importance. These statistics cover every phase of the Corporation's broadcasting activities. Quarterly and annual statistical reports are distributed for use of Corporation officials, and the annual report is mailed to broadcasting companies in all parts of the world.

During the year 55,934 programs were broadcast, taking up more than 17,062:25 hours of broadcasting. Of this figure, 81.2 per cent was non-commercial hours of service, the remaining 18.8 per cent was comprised of commercial programs.

These figures represent the sum total of the Corporation's network broadcasting on the Trans-Canada, Dominion, and French networks; they do not include local commercial or non-commercial broadcasts by CBC or private stations.

The year's broadcasting continued the trend of increased service to listeners. In comparison to operations in 1945, CBC non-commercial service showed an increase of 479:45 hours and a decrease of 64:15 hours in commercial time.

Broadcasting on the CBC National network on occasions of national importance occupied 2 per cent of the year's operations. On such occasions the three networks were combined. Of the year's broadcasting hours, 64.4 per cent, the bulk of the CBC's network operations, was scheduled on the Trans-Canada network 8.2 per cent on the Dominion network and 27.2 per cent on the French network.

Dominion network operations increased considerably over the previous year in both non-commercial and commercial programs. This increase brought up the average daily hours of broadcasting on the Dominion network to 4 hours of broadcasting daily, compared with the 1944 figure of 2:40 hours.

The Corporation originated and produced 78.7 per cent of its network broadcasts. Of the remainder, 2.6 per cent was originated to the network by private stations, 15.3 per cent consisted of exchange programs from the United States and 3.4 per cent represented exchange programs from the BBC.

As in the past, Montreal originated the greatest number of CBC program hours—29.9 per cent. Toronto followed with 17.4 per cent, Vancouver 11.6, Halifax 8.3, Winnipeg 6.7, Ottawa 1.8, and Quebec City 1.8.

### **Exchange Programs**

A total of 6,865 programs was imported this year from the United States amounting to 2,609 hours. Of this figure 1,367 hours were commercial, and 1,242 hours were non-commercial.

Considerably fewer CBC programs were sent to the United States this year—7:15 hours. MBS received eight programs, totalling 4 hours, and CBS broadcast seven CBC programs, totalling 3:15 hours.

### **Program Classification**

This year 52.1 per cent of all network programs were of a musical nature and 47.9 per cent were devoted to the spoken word. Most of the broadcasting about 6,300 hours, was devoted to light music—dance, semi-classical, band, and old-time. News occupied 2,400 hours, drama 2,175, variety 1,330, talks 1,025, agriculture 890. School broadcasts, religious, women's, sports, and children's programs took up the remainder of non-commercial network time, in that order.

### **French Network Programs**

There were 4,634:25 hours of non-commercial and commercial broadcasting on the French network exclusively. In addition, 890:45 hours of program service from either the Trans-Canada or Dominion networks were fed to the



French network. The ratio of musical to spoken word programs was slightly higher than the over-all picture—54·5 per cent musical and 45·5 per cent spoken word.

### ***Subsidiary Hookups***

The amount of broadcasting on subsidiary hookups in 1946 was the same as in 1945—a total of 627:35 hours. These private station hookups represented 16·4 per cent of all commercial network broadcasting in Canada during the year.

Of the 1,598 programs representing 627:35 hours, 342:05 hours were devoted to French subsidiary hookups and 285:30 hours were English.

Light music and variety programs made up 46·2 per cent of the subsidiary hookups; 53·8 per cent was taken up by spoken word programs consisting mainly of talks, drama and sports events.

## **ENGINEERING DIVISION**

### ***Operations***

Since the end of the European and Pacific wars, some fifty-three veterans, many of whom were former employees, have joined the Engineering Division of the CBC. Also with the end of the war, all CBC transmitters, which had been operated with reduced power for the duration to conserve equipment and power, returned to normal full power operation.

To improve co-ordination at the operating level a joint program-engineering co-ordinating committee has been set up to permit interchange of ideas and to assure maximum co-operation between the groups in the program and engineering divisions concerned with day-to-day CBC network operations.

In an effort to achieve greater operating efficiency, further development of the educational program commenced several years ago has been the subject of one considerable study. To date over half the technical staff employed in the operating group is enrolled for special technical studies.

During the year the sound effects section of the program division was taken over by the operations department of the engineering division. This department also took over general technical supervision of the operation of the International Service plants at Montreal and Sackville.

### ***Special Services***

With the ending of the European war, the activities of the overseas unit were reduced and at the present time only one mobile unit and one engineer remain overseas. A member of the technical staff of the CBC was assigned to "Exercise Muskox" for the purpose of covering certain special broadcasts and also to check portable equipment under adverse weather conditions.

Members of the engineering division have continued to collaborate with international and national bodies, both in regulatory and technical fields. In this connection the CBC was represented at a number of conferences, such as the Third Inter-American Radio Conference at Rio de Janeiro and the Second North American Broadcasting Conference at Washington, as well as numerous committee meetings of the Canadian Radio Wave Propagation Committee, the Canadian Radio Technical Planning Board, the Canadian Standards Association, and other similar organizations.

### ***New Construction***

HALIFAX—During the summer of 1945 the CBH transmitter installation was completed, together with additional studio accommodation in Halifax.

SACKVILLE, N.B.—Work in connection with the setting up of the antenna systems to cover the world-wide short-wave service from Sackville was completed. The antennae and transmission lines for the European beams were completed with arrays, switching and lighting gear. The South American and African beam arrays were also constructed during this period.

Soil tests were undertaken in connection with studies for an improved dyking system around the short-wave station at Sackville and eventually it is expected that a new and improved system can be recommended which will be a good improvement over the present arrangement. In the meantime, maintenance on the existing dykes is being carried out.

QUEBEC CITY—At the beginning of this period the Palais Montcalm studios were completed insofar as architectural work was concerned and since that time some additional technical equipment has been made available.

MONTREAL—The first postwar FM transmitter operating on a frequency of 98.1 mc. with 250 watts power was placed in operation in February, 1946. Previous to that time the CBC had been operating for several months with a 100-watt composite transmitter converted to the new frequency band.

Additional temporary office accommodation was provided in the King's Hall Building for expanding activities there and re-arrangement of space at the international service studios on Crescent St. was made to obtain greater efficiency.

TORONTO—Alterations and reconstruction of the Jarvis Street property went ahead to provide additional accommodation and to group the various CBC divisions and departments in Toronto. Seven studios and two booths are now in operation (in addition to the two "outside" concert studios) and space is provided for new studios. A canteen for the use of the personnel is being constructed to be ready early in April. Measures were taken to insure adequate fire protection in the building and a site was selected for the installation of an FM transmitter in Toronto, which will be installed during the coming summer.

VANCOUVER—An experimental diversity receiving station was placed in operation near Vancouver to receive transmissions from Australia and New Zealand for rebroadcasting over CBC networks.

### ***Short-Wave Project***

The majority of the work done on the short-wave station during the past year was on the erection and testing of the antenna arrays and associated equipment. This work involved a great deal of time in the field as well as in the laboratory, and covered redesign of antenna system busses for outside and inside use, construction of models for submission to the manufacturer, construction of portable field intensity meters for use in the field, and other related work. Many consultations were held with the Department of Transport regarding short-wave channels for use at Sackville and several changes have been made in an attempt to find the best frequencies for service to various parts of the world with minimum interference. Reception reports from Europe, Africa, South America and New Zealand and Australia have all been encouraging. Reports from Europe continue to be highly satisfactory in comparison to anything received from the American continent by short-wave broadcasting.

### ***Technical Planning Board***

The work of the Canadian Radio Technical Planning Board has been continued during this period with various members of the engineering division acting on the main board and on committees and sub-committees.

**Postwar**

With the ending of the war, a start was made in compiling essential requirements in connection with the postwar expansion of the CBC broadcasting facilities in Canada. To date orders for three 50,000-watts AM transmitters and one 10,000-watts AM (amplitude modulation) transmitter have been placed, as well as orders for three 3,000-watts FM (frequency modulation) transmitters, and tenders have been called for three additional FM transmitters. Preliminary site surveys have been completed in Western Canada for two 50,000-watts transmitters and in Ontario and Quebec for 50,000-watts and 10,000-watts transmitters, respectively. Locations have been chosen for installation of FM transmitters in Montreal, Toronto and Vancouver, and it is expected that a site will be chosen before long for a similar transmitter in Winnipeg. All such transmitters will operate with 250-watts power initially and will be increased later when equipment is available to at least 3,000 watts of power.

The engineering division has also kept in close touch with the rapidly moving field of television so that this new service may be established without delay in Canada as soon as the progress of the art and economic considerations make it possible.

**PERSONNEL AND ADMINISTRATIVE SERVICES**

The new division of Personnel and Administrative Services which was organized in 1944-45 was further developed during 1945-46 and established more co-ordinated control of administrative services. This division is responsible for carrying out policy and executive directions on all aspects of personnel and administrative management, and is the channel through which all recommendations relating to staff and administrative problems must pass to the Chief Executive.

The most important development during the year was the application of the job and wage analysis to the domestic service. This project was carried out on a very comprehensive basis under the supervision of the Director of Personnel and Administrative Services, the main object being to determine a new salary structure which would raise salaries to the level of comparative industries. The report and recommendations were approved by the National War Labour Board and became effective April 1, 1945. In addition to the improvement in salaries to meet the increased cost of living, discrepancies in classifications were corrected and new lines of promotion were opened. The general over-all effect of this survey was that it set employment by the CBC on a career basis. A similar job and wage analysis was carried out during the year for the international service.

On March 31, 1946, the total number of employees including the international service, amounted to 977, an increase of 57 over the previous year. These included 62 announcers, 158 broadcast operators, 77 producers, and 37 news editors and reporters. Of 138 employees who had enlisted for active service, 98 had returned and were reinstated by the end of the year.

The Staff Councils continued to function satisfactorily, and the co-operation and assistance of the National Executive was helpful in completing the job and wage analysis and also in problems arising from the Pension Plan, Group Insurance, and welfare of employees generally.

As the representative of management, the Director of Personnel and Administrative Services attended meetings of the Editorial Board of the staff magazine *RADIO*.

Administrative services are co-ordinated under a supervisor and special consideration is being given to standardization of office systems, business forms, office appliances, etc. Requests for office equipment are investigated and uniformity maintained as far as possible.



The Chief of Records has continued an inspection of central registries in CBC offices and studios, and good progress has been made in carrying out a standard system at all points.

### FINANCIAL

The financial affairs of the Corporation are studied and controlled in a prudent way by the Board of Governors. Budgets of anticipated revenues and expenditures are submitted for their approval at the beginning of the year and the business of broadcasting is conducted as conservatively as possible.

Unfortunately our revenues during the period under review have fallen short of our requirements, consequently expenditure on operations had to be curtailed correspondingly but not sufficiently to allow any margin for an operating surplus even before including any allowance for depreciation and obsolescence as in previous years. Depreciation rates have been generous in the past, having accounted for 70 per cent of the cost of fixed assets. For this fiscal year, therefore, no further allowance has been provided for under expenditures.

In the tenth annual balance sheet of the Corporation as at the 31st March, 1946, it will be noted that there is an operating deficit of \$78,425.73.

This is attributable to many factors:

- (1) Decrease in licence fees compared to the preceding year instead of an increase as forecast.
- (2) Commercial revenues, although increased by \$44,678.41, were less than anticipated.
- (3) Increase in overhead expenditures owing to extension of facilities, increased payments to artists, musicians, salaries, pension fund, etc.

Fixed assets were increased by \$219,240.52, the major project being the completion of the National Program Administration Building and Studios at Toronto.

Obsolete equipment to the amount of \$40,709.63 has been written off during the year.

Improvements to leased properties amounted to \$35,734.59 and are included under the operations of the Engineering Division. The main items of expenditure under this heading are as follows:

Halifax Studios .....	\$ 15,331.51
Montreal Studios .....	6,082.27
Quebec Studios .....	7,613.89
International Service Studios, Montreal .....	1,319.04
Victoria Bldg., Ottawa .....	3,049.57
Sundry Locations .....	2,338.31
	<hr/>
	\$ 35,734.59

Operating costs in percentage terms for the past three years are:

	1943-44	1944-45	1945-46
General and Administrative .....	4.10%	4.17%	5.18%
Operations .....	18.50	20.40	21.10
Programs .....	56.18	54.24	56.06
Station Network .....	16.90	17.02	17.66
Depreciation .....	4.32	4.17	....
	<hr/>	<hr/>	<hr/>
	100.00%	100.00%	100.00%

The capital cost of the International Short-wave Service increased by \$177,185.16 to \$1,216,169.97 and is shown on the balance sheet as an asset and a liability, in accordance with Order in Council PC 156/8855 dated 17th November, 1943. Cost of operating this service amounted to \$606,699.52 and is shown under income for the first time. An amount of \$577,809.07 is shown under expenditures and the difference between the two amounts, \$28,890.45, represents a five per cent supervision charge allowed the Corporation on the cost of operations as authorized by Order in Council PC 124/326 dated February 1st, 1946.

The capital and operating costs are financed entirely by the Dominion Government.

In accordance with Section 20 of the Canadian Broadcasting Act, 1936, the accounts of the Corporation are audited by the Auditor General of Canada, and his certificate is included in the appended balance sheet.



## CANADIAN BROADCASTING CORPORATION

BALANCE SHEET, 31st MARCH, 1946

## ASSETS

*Current*

Cash in Bank, Petty Cash and Treasurer's		
Cashiers' Funds .....		\$155,375 01
Accounts Receivable .....	\$513,549 09	
Less Reserve for Bad Debts .....	5,000 00	
		508,549 09
Due from Dominion Government re Short-wave		
Station .....		259,901 41
Accrued Bank Interest .....		630 33
Department of Finance .....		
(Balance owing on Licence Fee Collections) .....		12,284 76

*Investments*

Dominion of Canada Bonds—Par Value \$500,000.00		
—Actual Cost .....	\$500,000 00	
(Market Value—\$521,875.00)		
Accrued Interest Receivable .....	2,424 66	502,424 66

81,439,165 20

*Fixed*

Real Estate, Buildings, Technical Equipment,		
Studio & Office Furnishings, Library of		
Records, etc. ....		\$3,183,768 72
Less Deduction for Depreciation and Obsolescence		
November 2, 1936 to March 31, 1946 .....		2,195,661 93
		\$988,106 79
Add International Short-wave Station, Sack-		
ville, N.B.		
(Per Contra Account—Dominion Government)		1,216,169 97

2,204,276 70

*Deferred**Inventories*

Expendable Stores .....	\$87,901 86	
Stationery & Printing .....	59,538 81	
Publications .....	3,279 33	
		150,720 00
Prepaid Charges .....		28,326 23

179,046 23

83,822,488 23

## CANADIAN BROADCASTING CORPORATION

## BALANCE SHEET, 31st MARCH, 1946

## LIABILITIES

## Current

Accounts Payable .....	\$ 684,251 23	
Securities Deposited by Contractors .....	12,150 00	
		\$ 696,401 23

## Dominion Government

International Short-wave Station Sackville, N.B. (Per Contra Account) .....		1,216,169 97
--	--	--------------

## Proprietary Accounts

Capital Surplus .....	\$ 494,377 16	
Reserve for Renewals and Replacements .....	400,000 00	

## Operating Surplus

Balance 1st April, 1945 .....	\$1,043,965 62		
Add Transferred from Special Account .....	50,000 00		
	1,093,965 62		
Deduct Operating Deficit 1945-46 .....	78,425 73	1,015,539 89	1,909,917 05
			<u>\$3,822,488 25</u>

HARRY BRAMAH,  
*Treasurer.*

AUGUSTIN FRIGON,  
*General Manager.*

## AUDITOR'S CERTIFICATE

I have examined the accounts of the Canadian Broadcasting Corporation for the fiscal year ended March 31, 1946, and have obtained all information and explanations I have required. In my opinion, the above balance sheet is properly drawn up so as to exhibit a true and correct view of the state of the Corporation's affairs as at March 31, 1946, according to the best of my information and the explanations given to me, and as shown by the books of the Corporation.

WATSON SELLAR,  
*Auditor General.*

## CANADIAN BROADCASTING CORPORATION

## CANADIAN BROADCASTING CORPORATION

## INCOME AND EXPENDITURES

1st April 1945 to 31st March 1946

## INCOME

Licence Fees .....	\$3,773.284 7
Commercial Broadcasting .....	1,683 88 98
Miscellaneous .....	68,440 77
International Short-wave Service .....	606,699 82
	<hr/> 6,132,263 43

## EXPENDITURES

Programs .....	\$2,939,375 52
Engineering .....	1,160,674 80
Station Networks (Wire Lines) .....	971,441 00
Administration .....	285,301 57
Press and Information .....	145,183 73
Commercial Division .....	130,903 47
International Short-wave Service .....	577,809 07
	<hr/> 6,210,689 16

Operating Deficit Before Providing Allowance for Depreciation and Obsolescence .....

\$ 78,425 73

H. BRAMAH,  
*Treasurer.*

OTTAWA, Ontario,  
July 8, 1946.

Government  
Publications





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~~Pat. Sci.~~  
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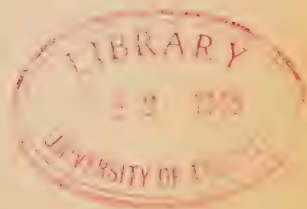
1946/47

CANADIAN BROADCASTING  
CORPORATION

# Annual Report



A Record of  
NATIONAL RADIO IN CANADA  
1946-1947





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Government  
Publications



CANADIAN BROADCASTING  
CORPORATION

# *Annual Report*

Containing Financial Statements  
for the fiscal year ended  
March 31, 1947

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OTTAWA, August 15, 1947.

The Honourable J. J. McCANN, M.D., M.P.,  
Minister of the Crown,  
Ottawa, Ontario.

SIR,—In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, I have the honour to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended the 31st of March, 1947.

Yours faithfully,

A. DAVIDSON DUNTON,  
*Chairman, Board of Governors.*



## BOARD OF GOVERNORS

---

A. DAVIDSON DUNTON, Ottawa, Ont. (Chairman)

RENE MORIN, Montreal, P.Q., (Vice-Chairman)

HOWARD B. CHASE, Montreal, P.Q.

DEAN ADRIEN POULIOT, Quebec, P.Q.

MRS. T. W. (MARY) SUTHERLAND, Parksville, B.C.

FREDERICK J. CRAWFORD, Toronto, Ont.

JOHN J. BOWLEN, Calgary, Alta.

B. K. SANDWELL, Toronto, Ont.

DR. G. W. STEEL, Charlottetown, P.E.I.

## EXECUTIVE

DR. AUGUSTIN FRIGON, General Manager

DONALD MANSON, Assistant General Manager

# CANADIAN BROADCASTING CORPORATION



## ANNUAL REPORT

1946 - 47

Good progress was made during the year in introducing plans, interrupted by the war, for expanding and strengthening the national broadcasting service. The original plan for national coverage approved in 1936 included provision for 50 kw. transmitters in Alberta and Manitoba which would use clear-channel frequencies under the provisions of the Havana Treaty. During the fiscal year now reviewed a site for the Alberta transmitter was purchased near Lacombe which is about half-way between Calgary and Edmonton, and preliminary construction work was commenced. As a result of further field-strength surveys carried out by the Engineering Division, a location for the Manitoba transmitter was selected near Carman in the vicinity of Winnipeg. Action has also been taken to increase the power of station CJBC, from 5 kw. to 50 kw., and to increase the power of station CBJ, Chicoutimi, from 1 kw. to 10 kw. The new transmitters will operate on clear-channel frequencies under the terms of the Havana Treaty. The location for CJBC transmitter will be changed from Dixie to Hornby where CBL 50 kw. transmitter is also located. When construction of the new transmitters is completed the CBC will have seven 50 kw. transmitters in operation providing coverage for national programs to the major part of the population of Canada in eight provinces.

The CBC has been active in preparing for the introduction of FM in Canada. Two temporary experimental FM transmitters have been in operation in Montreal and a third in Toronto, and arrangements are under way to establish FM transmitters in Ottawa, Winnipeg and Vancouver. On the technical side, CBC engineers are alert to developments in the industry as well as carrying out experimental work, and an important factor is that transmission must be co-ordinated with progress in the manufacture and retailing of receivers designed for FM reception.

An intensive study of television is currently being carried out by the Engineering Division to determine the conditions under which it can be introduced in Canada. Developments in Great Britain and in the United States are being followed closely and it is intended to send two observers to Great Britain and the continent of Europe to acquire further information on progress in this field.

The program service made important strides during the year in shifting to the post-war period. During the war years the service was directed to assisting in the war effort, and since VJ-Day, emphasis has been placed on reaching a high level in entertainment and in programs of the information type featuring current problems and affairs.

Most of the program staff who had served with the armed forces during the war rejoined the CBC, and considerable re-organization was carried out

to fill the gaps made during the war years. That the standard of performance was raised is evident in the recognition given to CBC production by the award of two first prizes and three honourable mentions at the Tenth American Exhibition of Educational Programs held at the Institute for Education by Radio, Columbus, Ohio, in April, 1946.

The International Service was further expanded during the year. Regular programs were commenced to Norway, Sweden and Denmark. Daily transmissions to South America will be commenced soon and tests to Australia have been carried out in anticipation of the regular service to be introduced. An important feature of the year's activities was that facilities were provided to the United Nations General Assembly from October 23 to December 14 at Lake Success to carry talks, commentaries, and reports of the meetings. Radio booths were maintained at Lake Success and Flushing Meadows and the technical equipment was operated by CBC technicians. Reports of coverage were most gratifying in indicating the extent of world coverage achieved by the CBC short-wave transmitters which are located at Sackville, N.B.

## BOARD OF GOVERNORS

The policies and public relations of the Corporation continued under the direction of A. Davidson Dunton, full-time Chairman of the Board. Several changes took place in its membership. In April, 1946, Dr. A. W. Trueman, owing to pressure of work as president of the University of Manitoba, resigned from the Board. His position was filled by the appointment of Dr. G. W. Steel, principal of Prince of Wales College, Charlottetown. Frederick J. Crawford and Bernard K. Sandwell, both of Toronto, were re-appointed. William J. Parker's term of office expired on February 3, 1947, and on March 4 John J. Bowlen of Calgary was appointed a Governor. The Board held six meetings during the year.

## EXECUTIVE

On the invitation of the Inter-American Radio Broadcast Association, a group of commercial broadcasters from 19 countries of the Western Hemisphere, the Assistant General Manager of the CBC attended the Association's conference in Mexico City from September 30 to October 5, 1946. An interesting and instructive series of meetings took place. Many discussions were held and information was exchanged, particularly with respect to our International Service.

## PROGRAM DIVISION

The last fiscal year marked the beginning of a new era in Canadian radio. During the war years, program service was geared to, and limited by, the country's war effort. Furthermore, a great many members of the production staff were in the armed forces, and their absence increased the problems of program presentation.

By April, 1946, the shift in program emphasis from the war effort to reconstruction and peacetime conditions was complete. Except in a very few cases, CBC staff members who had been with the forces had returned to civil life, and, in our main production centres, the performance standard of staff and freelance artists was higher than ever before.

The Program Division has been expanded and re-organized to take advantage of new techniques which technical developments have made possible. The departmental reports which follow present the picture of the year's program work in considerable detail, but it is worth noting here that CBC programs, in

competition with those entered by American networks, won two first prizes and three honourable mentions at the Tenth American Exhibition of Educational Programs held at the Institute for Education by Radio, Columbus, Ohio, in April, 1946.

The departmental reports which follow deal only with non-commercial programs. A report on commercial programs will be found on page 23.

### *News and News Features*

The CBC news service continued to provide a regular service of bulletins from its newsrooms in Vancouver, Winnipeg, Toronto, Montreal and Halifax. These bulletins, heard at breakfast-time, noon, supper-time and late evening in all different time zones, are based upon the full newspaper wire service of the Canadian Press and British United Press. Through its affiliations, the Canadian Press also provides foreign dispatches from the Associated Press and Reuter's News Agency, while British United Press brings the foreign news service of the United Press.

Two national bulletins are provided in the late evening from the CBC central newsroom in Toronto; one to the Trans-Canada network and the other to the Dominion network. The Montreal newsroom provides bulletins in French for the French network, and in English for English listeners in Quebec.

There has been a distinct change in news preference and emphasis since the end of the war. While international developments are not neglected, there is a demand in all parts of the country for a greater interchange of Canadian domestic news, particularly news of a constructive character. In the national news bulletins, it has been a definite policy to include a large proportion of Canadian news. It is felt that since these bulletins are heard in homes in every province, they perform a particularly important function in helping to keep Canadians informed of developments across the whole country. The important service of providing the listener with strictly local news is considered to be the responsibility of the community radio station rather than the network.

### *CBC News Roundup*

This program is broadcast on the Trans-Canada network following the national news bulletin, every night except Saturday and Sunday, from September to the end of June.

It carries brief descriptive commentaries, eye-witness accounts of news happenings, factual reports on international developments, interviews, and actuality broadcasts. It does not carry commentaries of opinion. In addition to up-to-the-minute coverage of international and national affairs, it has the equally important function of informing Canadians about many little-known but interesting things that are happening in their own country.

In the course of the year, *CBC News Roundup* carried special reports and features from every province in Canada. These included reports on the arrival of the Governor General at Halifax; the record cold-snap at Snag, in the Yukon; a new oil well blown in at Leduc, Alta.; the tornado that struck Windsor, Ont.; the shipment of egg cargoes to Britain from New Westminster; the Saskatchewan air-ambulance service; Manitoba's first health unit; forest fire control in Ontario; citizenship ceremonies at Charlottetown; Viscount Montgomery's farewell message after his visit to Canada, and many others.

International affairs covered by *News Roundup* included the Paris peace conference and the United Nations General Assembly in New York, at which CBC correspondents were present; the conferences at Delhi and Simla on a constitution for India; the British fuel and flood crises; the Foreign Ministers' conference in Moscow; and the Royal Canadian Navy visit to Mexico City.



A similar program was provided for French listeners by the Montreal newsroom under the title *La Revue de l'Actualité*. As with *Roundup*, many reports were supplied to the networks by private stations, contributing in no small measure to the success of the programs.

### *Special Events*

The principal special events activities were in the field of sport. Broadcasts included major events in hockey, rugby, curling, rowing and horse-racing (the King's Plate, run at Woodbine track in Toronto). The CBC special events department also broadcast the arrival of the Governor General at Halifax and the swearing-in ceremonies at Ottawa; Viscount Montgomery's arrival and his visits to Ottawa, Toronto and other places; the 70th anniversary of the first long-distance telephone call (at Paris, Ont.) and the centenary of Alexander Graham Bell's birth; the Royal Canadian Aeronautical Association's air show at Toronto, and the Calgary Stampede. During the summer of 1946, short actuality programs were scheduled weekly, to present something of the cross-Canada scene.

### *CBC Overseas Unit*

The CBC overseas unit in London, established with the arrival of the first Canadian contingent in 1939, continued its postwar task of reporting day-to-day news and major events in the United Kingdom and on the Continent.

The two regular commentators of the overseas unit are Matthew Halton and Andrew Cowan, who as CBC overseas representative is in charge of the London office. Some of their reports dealt with a tour by Halton through western Germany, Austria and Czechoslovakia; the major debates in the British Houses of Parliament; the United Kingdom's drive for industrial recovery and increased exports; and the British economic crisis of the winter and spring of 1947. In addition, the unit sent reports and commentaries from numerous Canadian journalists and commentators visiting the United Kingdom and Europe, and from United Kingdom and European correspondents.

The unit also supplied a weekly commentary for the Sunday feature *Capital Report*, various other regularly scheduled or occasional commentaries, and special forum programs. The contribution of the unit to broadcasting in Canada was greatly facilitated by the co-operation of the BBC, which placed office space, studio and transmission facilities at its disposal—a practical expression of goodwill which the CBC appreciates and tries to reciprocate.

### *Talks and Public Affairs*

This department is responsible for the supervision, planning and production of such programs as talks and commentaries, stories, interviews, public affairs discussions and semi-dramatized information or educational programs on a wide range of subjects, on the three CBC networks. These subjects include national and international affairs, political broadcasts, business and labour interests, women's interests, community activities and social problems, literature and creative writing, science, nature and sports.

Over the year, an attempt is made to balance subject matter, to make it representative of all parts of the country, and to achieve variety in presentation and appeal.

During the year several important new programs were established, while those of perennial interest were continued. Some programs, such as those dealing with rehabilitation, were dropped when the need for them had largely disappeared.



### Special Series

*Radio 1946*, a series of 12 talks by leading authorities on broadcasting, was presented in connection with the CBC's tenth anniversary. Speakers examined critically the achievements and the shortcomings of radio in general, and suggested directions in which they felt improvements could be made.

A short series of dramatizations entitled *Letter to Ottawa* told something of the origins and growth of the Canadian people and attempted to reflect their feelings and aspirations in connection with the new Citizenship Act—a theme developed in many other programs broadcast during January, 1947.

Another series of particular interest was *The Lively Arts*, in which two commentators reported their observations of the progress of the arts in postwar Britain and Canada.

Two programs dealing with different aspects of mental illness were presented in dramatized form. *What's on Your Mind?*, based on case histories, dealt with common emotional and mental problems in human relations. These broadcasts were praised by American psychiatrists who had an opportunity to hear sample recordings.

Later, a series of dramatized programs about mental hospitals and care of the mentally ill, originally broadcast in the United States, was rebroadcast by the CBC with short introductory talks by such speakers as Lady Alexander, Hon. Paul Martin, L. W. Brockington, and Dr. Clarence Hincks. These programs were planned in consultation with the National Committee for Mental Hygiene (Canada) and the mental health division of the Department of National Health and Welfare.

*What About Alcohol?* presented 10 talks by experts in the physical and social sciences about the significance and effects of the use of alcoholic beverages. The purpose was to educate and inform rather than to provide a forum for controversy and prejudice. In *The Smiths Build a House*, the perplexed home-builder received professional and sympathetic advice in a series of talks given by a Canadian architect.

Special talks on the French network included series on aspects of the civil code and on the legal status of Quebec women. Another series, produced in co-operation with the Chamber of Commerce, dealt with the value of mineral resources in Quebec.

### Current Events

The limitations of broadcasting obviously make it impossible to present all major points of view or to cover all aspects of national and world affairs in a single broadcast. However, an attempt is made to work out a pattern of coverage which provides a balanced and varied diet of information and opinion during each week. This weekly pattern included the following programs:

*Capital Report*—a Sunday half-hour with reports and interpretations from Washington, London and Ottawa by outstanding correspondents. Washington commentators were James Minifie, Charles Michie, Thomas Reynolds, and Peter Inglis. Reports from London were given by Matthew Halton, Milton Shulman and Frank Fisher. Among speakers heard from Ottawa were Warren Baldwin, Robert McKeown, Wilfred Eggleston, Blair Fraser, and Chester Bloom. As on other CBC public affairs programs, commentators were free to express their own opinions.

*Weekend Review*—some of the speakers reviewing highlights of the week's news in international affairs were H. L. Stewart, G. V. Ferguson, Elmore Philpott, J. B. McGeachy, Edmund Turcotte, Martyn Estall, Maurice Western and I. Norman Smith.

*Midweek Review*—a 15-minute program usually containing three items by different speakers commenting on national and international affairs.

*International Commentary*—a new feature heard five days a week, following the evening BBC news. There are two commentaries weekly by Canadians of different viewpoints on international affairs, two are provided by the BBC, and one comes from the United Nations in New York.

*Points of View*—another new program, designed to present differing views on topical questions, by two or three personalities well informed on the issue and often directly involved in it. Topics chosen are primarily of national significance, such as the price of milk, labour-management disputes, freight rates, comic strips, immigration or the national budget.

*Business Review*—a weekly five-minute review of business news and activities, usually given by a member of the staff of the *Financial Post*.

*This Week*—a Saturday evening period for talks by celebrities visiting Canada, outstanding speakers from conferences or conventions, or speakers who tell about activities or events of special national interest.

*Special Conference Reports*—Fuller coverage of important national and international conferences was provided in special talks and commentaries usually broadcast from the scene. For example, daily five-minute commentaries were broadcast from UN headquarters in New York during the second session of the General Assembly. For the two opening weeks, 15-minute programs consisting mainly of talks by various members of the Canadian delegation were broadcast five days a week. It is worth noting that a recent Gallup poll indicated that 50 per cent of Canadians questioned wanted more information about the United Nations. Only 26 per cent felt they were getting enough.

### *Citizens' Forum*

During the past year, *Citizens' Forum* departed entirely from the use of scripts for speakers, although in each case the participants did a considerable amount of preliminary planning and discussion.

More emphasis was put on topical subjects of national and international importance. Of the 26 broadcasts during the season, 21 were from various Canadian cities, four came from London in co-operation with the BBC, and one came from Washington.

*Citizens' Forum* broadcasts are presented by the CBC in co-operation with the Canadian Association for Adult Education, which is responsible for the organization of listening groups across the country. Neil Morrison, supervisor of talks and public affairs for the CBC, acted as chairman for 10 broadcasts. Others were conducted by R. T. McKenzie, national secretary of *Citizens' Forum*, Andrew Cowan, the CBC's overseas representative, Blair Fraser, H. R. C. Avison, Dr. Malcolm Wallace, Martyn Estall, R. O. MacFarlane and Sir Frederick Whyte.

In addition to the two national report broadcasts in the series, opportunity for participation by the listening audience was provided by the *Citizens' Forum News* heard in each province during the last five minutes of each broadcast. This feature was a brief summary of the views of forums, prepared by provincial secretaries from the group reports sent in each week.

Sixty-eight speakers took part in the last *Citizens' Forum* series. They represented a wide variety of occupations, viewpoints and interests in the community, and were chosen after consultation with many agencies and individuals having special knowledge of particular subjects.

The French network again carried a forum type of program, *Préparons l'Avenir*, concerned with educational and social problems. Listening groups were formed in various parts of Quebec in co-operation with the Quebec Adult Education Association. *L'Ecole des Parents*, dealing with the education of youth in the home, was heard twice weekly during the winter, and was also followed by listening groups.

### Political Broadcasts

The free-time political broadcasts between elections, both federal and provincial, were reorganized in 1946. With the co-operation of the qualifying parties further efforts were made to produce these broadcasts in a form more attractive to listeners, and to improve the standard of radio performance. The federal series, *The Nation's Business*, was broadcast in weekly 15-minute periods, allocated by agreement among the political parties concerned. This series was heard on the French network under the title *Les Affaires de l'Etat*.

*Provincial Affairs* series were organized in six provinces in January, 1947. They will be heard weekly for 24 weeks in the western provinces, and fortnightly from January to June in Ontario and Quebec.

### Women's Interests

More than 2,000 daytime talks designed especially for women listeners were given on national and regional networks and CBC stations locally, during the year.

Regional women commentators in regular morning programs supplied reports, interviews and comment on community events. A women's interest period was heard five afternoons a week, Monday through Friday, on the Trans-Canada network, and included each day a three-minute commentary on the news and a service talk on subjects of immediate interest to Canadian women as home makers and citizens.

Special series were broadcast on citizenship, community organization, vocational guidance, housing, and the needs of the aged. Daily reports by women commentators on the meeting of the United Nations Commission on the Status of Women were brought from Lake Success, N.Y., for three weeks, as well as special talks by delegates and distinguished visitors.

Printed material distributed free to listeners included 63,000 folders listing talks for women; 70,000 CBC charts of happy living, in connection with the annual series *School for Parents*; 3,000 recipe supplements offered through the CBC *Cooking School of the Air*; and 4,000 home dressmaking aids to illustrate the *Needlepointers* series. To round out home-making and consumer information services, Ethelwyn Hobbes was heard daily on the mideast and midwest networks, and weekly on the Trans-Canada network.

The chief program innovation of the year was *New World Calling*, a weekly series in which the voices of 25 women of 17 countries were brought to Canadian listeners. Countries represented in this international roundup were Canada, the United States, Great Britain, Australia, New Zealand, South Africa, India, Uruguay, China, Liberia, Switzerland, Czechoslovakia, Yugoslavia, Norway, France, Cuba and Denmark. The speakers gave their own views on the question: "What education should I give my daughter that she may help build a better world?"

This series was so well received by listeners and won such favourable press comment that international series now are an established weekly feature of the women's talks schedule. In addition, the six regional CBC women commentators use letters sent regularly by women in other countries.

*Lettres à la Canadienne* was broadcast to the French network five days a week throughout the year by Marcelle Barthe. This program featured women in the news, and also supplied background information on world affairs. During the winter months, this was replaced once a week by *Le Courrier de Radio-Parents*, in which problems in child education are submitted by parents, studied by a psychologist, and answered on the air.

*Bon Appetit*, a bi-weekly morning program of recipes and household hints, was broadcast for 13 weeks during 1946. *Lettre d'une Parisienne*, a weekly feature written from Paris by Mme Jean Brillié and read by Judith Jasmin,



brought Canadian listeners the women's angle in news from France, and information about Canadians in France.

### *Literature and Creative Writing*

A new program in this field was *The Readers Take Over*, a half-hour in which selected books were discussed by their authors and a panel of readers. In 27 broadcasts heard until the end of March, 1947, 80 different speakers—authors and readers—had talked about 31 books. The purpose of the program is to stimulate interest in Canadian books and authors and to provide an opportunity for honest and unprejudiced criticism of Canadian letters.

*Canadian Short Stories*, another new feature, has provided an outlet for creative writing. Although the program has been experimental, the response indicates that there is a definite place for short-story reading over the air. With one exception, all stories used in the series were written by Canadians.

*Books for the Times* was heard during the early summer, and a book review series during the fall was conducted in co-operation with the Toronto Public Library. *La Chronique littéraire* was a regular weekly feature devoted to the review of books published in French-speaking Canada, and of the most recent works of French authors abroad.

A highlight of the season was a dramatic presentation of *Behind the Log*, the world premiere of E. J. Pratt's epic poem about an engagement fought by Royal Canadian Navy corvettes off Greenland.

### *The Canadian Scene*

The weekly program *Canadian Yarns* was continued, and more unusual Canadiana was provided by a series entitled *They Came to Canada*, based on the diaries of famous travellers who visited Canada in the early days. The weekly series *John Fisher Reports* continued as one of the most popular programs reporting on the lives and doings of people in all parts of Canada.

Programs designed to give expression to regional interests were produced in various centres across Canada. *Maritime Comment* covered such subjects as crafts in the Maritimes, recreation, school lunches, and veterans' affairs. A series entitled *Our Own Affairs* dealt with municipal government. British Columbia programs included *University Report*, *Cascade Tales*, and *First Person Singular*. A special short series about the mining industry was heard in Quebec, and *Prairie Comment* was a regular feature from Winnipeg. *Neighbourly News*, a selection of items from weekly newspapers, prepared by regular commentators in each region, continued as a popular weekly feature.

### *Science, Nature and Sports*

*Science à la Mode*, a humorous, dramatized series, dealt with the latest scientific and industrial developments. It followed the same pattern as a preceding series, *Here's Your Health*, which won a first award at the 16th Institute for Education by Radio, at Columbus, Ohio. Both series were written by Tommy Tweed. Other programs in this general grouping included *Exploring the Atom*, and a number of talks by the well-known Canadian naturalist Dan McCowan.

*CBC Sports Review*, heard weekly in the West, and *Sports With Settell*, presented daily on CJBC, Toronto, and weekly on the Dominion network, were continued. A new daily sports commentary was started on CBL, Toronto. *Sportsmen's Guide* was heard weekly in the Pacific region. The outstanding public service feature for boys, *Sports College*, continued weekly. The enthusiastic support of teachers, parents, recreation leaders and boys themselves testify to the educational value of the program not only in sports instruction, but in health and good citizenship.

### *Farm Broadcasts*

The public service features for Canada's rural population, supplied by the farm broadcasts department, include five regional noontime farm broadcasts, *National Farm Radio Forum*, *Le Choc des Idées*, *Summer Fallow*, five regional gardening broadcasts, and the *CBC Maritime Fishermen's Broadcast*. Requests for operational and programming information received from South Africa, France and Norway, in addition to previous requests from Australia, New Zealand and Argentina, are evidence that the CBC service to farmers is regarded by radio men in many countries as the most comprehensive in the world.

#### *Regional Farm Broadcasts*

These are the basic service of the department, and are presented during the noontime period in each of Canada's five agricultural regions. Each broadcast features weather forecasts, daily farm market reports, a commentary giving the latest farm production methods, farm news and a daily dramatic sketch portraying the life of a typical farm family in each region. *Le Réveil Rural* is the French version, and like its English counterparts, has many listeners in cities and towns as well as in the country districts.

The farm commentators in each region have attracted considerable attention in on-the-spot broadcasts from special agricultural events across the country, and are in increasing demand as speakers at dinners, fairs, and farm meetings. Commentators continued to co-operate with farm groups in the furtherance of food production, and a high level of co-operation was maintained with federal and provincial departments of agriculture.

Interviews on farm production material were exchanged between regions, thus giving Canadian farmers a better picture of Canadian agriculture as a whole. In addition, weekly talks on British agriculture were featured in regional broadcasts, thus serving to widen the interests of Canadian farmers. A certain amount of international farm news is also used in each region.

#### *National Farm Radio Forum*

This program, which leads the world in listening group activity, completed its seventh season at the end of March. Co-operating organizations were the Canadian Association for Adult Education and the Canadian Federation of Agriculture. The main theme of the series was expressed in the general title, *The Farmer and the Future*, and included discussions on such subjects as social security, the future farm price program, farm taxes, and the risks of agriculture.

The format was varied to include complete dramatizations, combined discussions, and the statement-analysis and interview types of programs, as well as straight discussions. Participants represented 18 farmers, 16 farm organization officials, 13 technical agriculturists and specialists, and eight representatives of labour, industry and consumers. CBC staff did not take part in discussions on the air.

*National Farm Radio Forum* received honourable mention for its sixth series at the 16th Institute for Education by Radio, at Columbus, Ohio. The award was made for "outstanding educational value and distinguished radio production."

A program similar to *Farm Forum—Le Choc des Idées*—is carried on the French network.

#### *Summer Fallow*

This series of 30 weekly half-hour dramatic programs replaces *National Farm Radio Forum* during the summer months. The main purpose of *Summer Fallow* is to interpret rural life entertainingly for the city dweller, to increase the farmer's appreciation of the contribution agriculture makes to the welfare



of Canada, and to acquaint him with agricultural practices in other parts of the country. Programs ranged from an interpretive dramatic show entitled *Farmer-Fishermen of the Maritime Provinces* to documentary broadcasts such as *Soil Conservation* and *The Fight Against Animal Diseases*. A highlight of the series was *The Farmer and the Airplane*. To appear on this broadcast, a Colorado farmer flew his own plane from Denver to Toronto, and brought with him the national president of the United States Flying Farmers.

### *Special Features*

The supervisor of farm broadcasts attended the organizational meeting of the International Federation of Agricultural Producers held in London, England, and provided special programs to both the Trans-Canada and Dominion networks in addition to material for the noontime farm broadcasts. The department also gave direct news coverage and on-the-spot reports from the annual meeting of the Canadian Federation of Agriculture in Winnipeg, the Royal Winter Fair in Toronto, and other events.

Another feature arranged by the department was a special talk by Sir John Boyd Orr, Director-General of the Food and Agriculture Organization, made to the Canadian Federation of Agriculture convention at Winnipeg by radio, and carried on the Trans-Canada network. Members of CBC farm broadcasts staff contributed regular feature talks to the International Service and to several farm programs carried by American networks.

Two feature broadcasts during the Christmas-New Year period were *Home for Christmas*, and *John Farmer*, Canadian—the first of the CBC programs relating to Canadian Citizenship Week.

### *Fishermen's Broadcast*

This program, started in February, 1946, is providing an outstanding public service in the Maritime region. The only broadcast of its type in Canada, it gives special marine weather forecasts and reports, emergency storm warning signals, Canadian and American fish prices, vessel arrivals and departures, bait and ice reports, emergency announcements about missing boats and hazards to navigation, and general news and information for fishermen. Special weather information is carried for fishermen in the Gaspé area of Quebec, and those operating in Newfoundland waters. During the year the *Fishermen's Broadcast* has drawn hundreds of letters of approval from individuals and organized groups of fishermen, the Department of Fisheries, and business firms connected with the industry. CBC has received enquiries from fisheries officials in Newfoundland and the State of Maine regarding methods of operation and programming.

### *Gardening Broadcasts*

Each region has its own gardening program, adapted to differences in climate and soil conditions. These broadcasts are known regionally as *The Maritime Gardener*, *The Ontario Gardener*, and so on. On the French network the title is *Jardins Plantureux*, *Jardins Fleuris*. These are 15-minute talks presented once a week, designed to assist the small-scale gardener. Audience mail has been consistently heavy, and to meet many hundreds of requests in Ontario for the gardening information in permanent form, the CBC is publishing *The Ontario Gardener's Handbook*, a digest of the broadcast scripts for the past year.

### *Religious Broadcasts*

The two network half-hour Sunday services, *Religious Period* and *Church of the Air*, were again arranged by the CBC in co-operation with the National Religious Advisory Council, and conducted by speakers from all parts of Canada, representing all major denominations. Both Trans-Canada and Dominion

network stations carried these programs. *The Way of the Spirit*, dramatizing stories from the Bible, and *World Church News*, presenting news of the Christian church throughout the world, were moved to better listening periods because of the wide response from listeners and the clergy.

*Morning Devotions* was again broadcast locally in all regions with the local committee of clergy supplying speakers for this quarter-hour period of worship. Regular Sunday morning church services were broadcast locally from some of the main CBC production points.

Outstanding religious events broadcast for Canadian listeners included the visit of the Archbishop of Canterbury, the return of Cardinal McGuigan from Rome, the funeral service for the late Cardinal Villeneuve, and many religious conferences of national interest. A special Christmas Eve service was broadcast from St. George's Greek Orthodox Church, Toronto, to the Dominion network, and on Christmas Day stations of both networks carried the morning service from St. Andrew's Church at Lockport, Man. During the Easter season, *Holy Week Meditations* were conducted by Provost R. S. K. Seeley of Trinity College, Toronto. A special Good Friday service was broadcast from St. Matthew's Anglican Church, Brandon, Man.

As in previous years, the French network broadcast High Mass on the first Sunday of each month from Montreal, Quebec City, Ottawa, St. Anne de la Pocatiere or Chicoutimi. Morning devotions were broadcast each day, and a religious talk was presented each Saturday evening during eight months of the year. The popular religious questions-and-answers program, *L'Heure Dominicale*, was continued. A description of the pilgrimage of the sick to St. Joseph's Oratory in Montreal was broadcast monthly. The Christmas Eve Midnight Mass, an annual feature on the French network, was broadcast from the Grand Seminary in Montreal, and programs were presented to mark certain religious feasts and other special occasions.

### *Institutional Broadcasts*

The co-operation of the CBC was again extended freely to Canadian public service and charitable organizations. New and varied methods of programming were used in making time available to these groups.

The number of feature broadcasts increased. Dramatic shows were scheduled for the Canadian Tuberculosis Association, Canadian Red Cross, Navy League of Canada, Canadian Legion, Save the Children Fund, Salvation Army and other well known organizations. Anniversaries and historical events were suitably marked. Arrangements were made to have special institutional talks on behalf of various campaigns made by Princess Elizabeth, Lord Alexander, Lady Baden Powell, Lord Rowallan, and others.

The air time devoted to assisting community drives was almost doubled. During Citizenship Week a full radio campaign was given over to the Citizenship Branch of the Department of the Secretary of State to help acquaint Canadians with the new Citizenship Act. Similar programs were carried on the French network.

The *Northern Messenger Service*, carrying personal messages to residents of the Arctic and remote points not served by regular communications, was again broadcast from November to March. More than 4,000 messages were handled and the service received many letters of warm appreciation. A special Christmas Eve program was arranged for listeners in the Arctic.

### *School Broadcasts*

During 1946-47, further progress in school broadcasting was made both on a national and provincial basis. As in former years, provincial departments

of education, either individually or in collaboration with each other, planned various programs for classroom listening related to their course of studies.

The cost of these provincial school broadcasts is borne jointly by the departments of education concerned, and the CBC—the departments paying for the scripts and the artists' fees, and the CBC contributing production, studio facilities, air time and network lines.

This year, the CBC, with the advice of the National Advisory Council on School Broadcasting, presented 27 *National School Broadcasts* in dramatized form, among them a virtually complete presentation of *Macbeth*. A similar production of *Julius Caesar*, broadcast last year in the Ontario school broadcasts series, won a first award in its category at the 16th Institute for Education by Radio, at Columbus, Ohio. The citation read: "For a rich and brilliant portrayal of Shakespearian literature, executed on a superbly high level of production."

Three of the courses of CBS *American School of the Air* were heard, at the specific request of the departments of education concerned, in eastern and western Canada. These were *Tales of Adventure*, *March of Science* and *Gateways to Music*. The CBC, for its part, contributed five programs to the *American School of the Air*. These programs were given during the week of March 3, 1947, under the title "Canada Week," and were heard over 112 CBS stations in the United States as well as in Canada. Letters were received from listeners as far away as California.

In Quebec, over the French network, CBC continued to present the educational programs of *Radio-Collège*, designed mainly for students of arts course level, and adults. Details of these programs are given on page 17.

The total amount of time devoted to school broadcasting in the different regions has been as follows:

Maritimes.....	3 hours per week
Ontario and Quebec (English-speaking)....	2 $\frac{2}{3}$ hours per week
Quebec (French-speaking).....	6 $\frac{1}{2}$ hours per week
Prairies.....	2 $\frac{1}{2}$ hours per week
British Columbia.....	2 $\frac{1}{2}$ hours per week

During the past school year, the CBC presented over the Trans-Canada network 87 half-hour programs for schools. This was an increase of one program over the previous year. Of these programs, 32 originated in Canada, and the remainder in the CBS studios in New York. The 27 *National School Broadcasts*, most of which were carried by 44 Canadian stations, were:

*They Build a Nation*.—Three programs on Samuel de Champlain; three on Thomas Douglas, Earl of Selkirk; and two on the western missionary, John McDougall. These programs dealt with the founders of this country, and presented their lives as an inspiration to young Canadians.

*Four Canadian Poets*.—This series of four broadcasts dramatized the lives of Pauline Johnson, William Henry Drummond, Robert W. Service and Marjorie Pickthall. Some of their best-known poems were also heard on the programs.

*Animals and Birds of Canada*.—This series of five programs, intended for elementary schools, dealt with common birds and animals found in different parts of Canada. The well-known naturalist, Stuart Thompson, imitated the various animal and bird calls.

*Macbeth*.—Shakespeare's tragedy was presented for high-school students in a series of five broadcasts, with an introductory commentary by Dr. G. B. Harrison, of Queens University, Kingston, and a musical score by Lucio Agostini.

*The Adventure of Canadian Painting*.—The conclusion of a highly successful series, begun two years ago, presenting the lives and work of



representative Canadian artists. The painters dramatized on the 1946-47 programs were Horatio Walker, Tom Thomson, J. E. H. MacDonald, Lawren Harris and Charles Comfort. The last two artists were heard in person.

All but one of these *National School Broadcasts* originated in Toronto. *Animals and Birds of Canada* and *The Adventure of Canadian Painting* were supported by visual aids. The Royal Ontario Museum distributed 60,000 picture postcards, illustrating the animals and birds series, and the National Gallery of Canada distributed 100,000 reproductions of paintings, to illustrate *The Adventure of Canadian Painting*.

To publicize these *National School Broadcasts* among teachers and education authorities, the CBC prepared and distributed 35,000 copies of *Young Canada Listens*, a 48-page manual giving a complete survey of school broadcasting in Canada for the year, together with study material on the *National School Broadcast* programs. In addition, the various provincial departments of education distributed manuals of their own giving more detailed information about provincial programs.

It is still difficult to obtain radio receivers suitable for classroom use, although the situation in this regard has improved considerably during the last six months. New Brunswick, for example, was able to install 80 new radios, and Saskatchewan set up a unit to build its own specially-designed receivers. The shortage of equipment still exists, however, and prevents many schools which would like to do so from making use of school broadcasts.

Two new developments in the field of school broadcasting during the period under consideration should be mentioned. The Toronto Board of Education presented over CJBC six broadcasts for in-school listening during February and March, 1947. It is believed that these programs were the first to be sponsored by any municipal school board in Canada. The CBC, in collaboration with school broadcasting authorities in the United States, has worked out a plan for a series of 26 international exchange school broadcasts. Half of these programs are to be planned and produced in Canada, the other half in the United States, and all are to be heard in both countries, probably during the 1947-48 school year. The first American and Canadian programs have already been produced and put on discs.

At the request of the Preparatory Commission of UNESCO, the CBC granted special leave of absence to R. S. Lambert, supervisor of school broadcasts, to serve for five months in London and Paris as counsellor in the media of mass communication.

On the French network, *Radio-Colège*, in its sixth year, presented 15 different weekly series during a period of 20 weeks, totalling 300 broadcasts. Twelve specialists were in charge of the various courses, while 51 guest speakers were invited to take part in the discussion groups.

Fifteen thousand copies of the printed curriculum were distributed to listeners in 480 centres of the province of Quebec, and also to listeners in other provinces and in the United States.

*Le Théâtre de Radio-Colège* presented complete plays on the basis of one act each week. The principal scenes were analyzed by a specialist in drama. The plays on the program were *Romeo and Juliet*, *Othello*, *Faust* and *William Tell*.

*The Art Museum* consisted of literary readings on the lives and works of great painters, architects and sculptors from the 13th century to this day. Masterworks of music, played by a string ensemble between readings, were themselves a most effective lesson in aesthetics.

*Les Fables de La Fontaine* were witty chats on 20 selected poems of the French fabulist.

Two series were devoted to the study of *Electricity and its Applications* and *History of Science*. Beginning with the experiments of the 13th century, the lectures dealt with contributions by the greatest scientists. Dramatizations of the biographies of men of science of all nations completed the series.

A *Canadian History* series presented dramatized biographies of the officers of the Régiment de Carignan who came to Canada and gave their names to a great number of counties in Quebec.

Scripts for 10-minute dialogues on plants were prepared by specialists of the Botanical Institute of the Université de Montréal. The dialogues were illustrated by 20-minute sketches on nature study.

Two broadcasts were devoted each week to a discussion of some special aspect of biblical times, such as social problems, the geography of the Bible, the arts and the Bible.

A series of one-hour broadcasts featured dramatized biographies of French authors from the Renaissance to the underground movement in France, followed by a panel discussion on the works of each author. Thirty-four specialists were invited during the season to participate in the discussions.

Music appreciation lessons were broadcast under the general heading *Music and Western Civilization*, and included music by Bach, Beethoven, Mozart and other great composers of different schools.

Reports issued by the CBC International Service indicate that the *Radio-College* series of programs prepared in co-operation with UNESCO have been of great assistance to school children in France, Luxemburg, Greece, Poland and Czechoslovakia (see page 35).

### Music

The two most notable events in the music department have been the presentation of a full-length opera, *Deirdre of the Sorrows*, and the visit to Canada of the outstanding Australian conductor, Professor Bernard Heinze, at the invitation of the CBC.

*Deirdre of the Sorrows*, with music by Dr. Healey Willan and libretto by John Coulter, was commissioned by the Corporation two years ago for presentation in the spring of 1946. The broadcast originated in our Toronto studios on Saturday, April 20, with a symphony orchestra, a choir under the direction of Albert Whitehead, and with Frances James, soprano, William Morton, tenor, and Lionel Daunais, baritone, as soloists. The performance was conducted by Ettore Mazzoleni, principal of the Toronto Conservatory of Music, and was produced by Ernest Morgan. Part of the broadcast was carried by station WQXR in New York.

The first full-length opera to take its place in the literature of Canadian music, *Deirdre of the Sorrows* retells the ancient Irish legend of the love of Deirdre and Naisi, and the tragedy that befell them through Conacher's love for Deirdre.

Professor Bernard Heinze, conductor of the Melbourne Symphony Orchestra, and principal music director for the Australian Broadcasting Commission, was invited to Canada by the Corporation as a reciprocal gesture, following Sir Ernest MacMillan's visit to Australia for the ABC the year before. During his stay in Canada, from December 26 to March 7, Professor Heinze conducted a series of Sunday night symphonic concerts for the CBC, which were heard on the Trans-Canada and French networks. He also appeared as guest conductor with the Toronto Symphony Orchestra, the orchestra of Les Concerts Symphoniques de Montréal, and the Vancouver Symphony Orchestra. At the request of the Corporation, Professor Heinze brought with him the scores of many new Australian compositions never before heard in Canada. When he returned to Australia, he took with him the manuscripts of several new works by Canadian composers.



In addition to the Heinze concerts, the CBC broadcast programs by the Toronto Symphony Orchestra and the orchestra of Les Concerts Symphoniques on alternate Tuesdays during the winter season. The Vancouver Symphony was heard on Sundays on 12 occasions. During the summer, the Toronto Promenade Concerts and the Montreal Chalet Concerts were broadcast on Tuesdays. All these programs were heard on the Dominion and French networks, except the Vancouver Symphony which was broadcast on the Trans-Canada network. The Friday TSO "Pop" Concerts were also heard on the Trans-Canada network, on a sponsored basis.

On Christmas Eve, a complete performance of *Les Enfants à Bethléem* by Pierné was broadcast from Montreal to the French network. A concert orchestra, the "Cantoria" choir under Victor Brault, and soloists including Jeanne Desjardins, Simone Flibotte, Viviane Villeneuve, Dolores Drolet, David Rochette, Paul Demeules and others, were directed by Jean Beaudet. The program was produced by Albert Chamberland.

Arrangements were made with the Montreal Festivals for eight broadcasts, four of which were devoted to the *Concerti Grossi* by Bach, and four to quintets played by the McGill Quartet and guest soloists. These were broadcast on alternate Fridays to the Trans-Canada and French networks.

Through the co-operation of the Columbia Broadcasting System, the *New York Philharmonic Concerts* were carried on a sustaining basis on Sunday afternoons, on the Trans-Canada and French networks. The French network also carried the *NBC Symphony Orchestra* on Sunday afternoons. As usual, on Saturday afternoons, the sponsored opera broadcasts from the stage of the Metropolitan Opera House in New York were carried on the Trans-Canada and French networks.

The CBC covered the field of concert and string music through such programs as *Classics for Today* and *CBC Concert Orchestra*, both from Vancouver, as well as *Sunday Serenade* and *Winnipeg String Orchestra* from Winnipeg, and *Serenade for Strings* from Montreal.

On Wednesdays, the CBC broadcast a *Distinguished Artists Series* in which were featured the best-known instrumentalists and vocalists of Canada: Albert Steinberg, violinist, Nicholas Fiora, flutist, and Jean de Rimanoczy, violinist, from Vancouver; Alberto Guerrero, pianist, Hyman Goodman, violinist, Zora Nelsova, cellist, Frances James, soprano, and Reginald Godden, pianist, from Toronto; Anna Malenfant, contralto, Jean Dansereau, pianist, Lionel Daunais, baritone, Helmut Blume, pianist, Gérald Desmarais, bass, Oliver Staaren, baritone, and Lina Pizzolongo, pianist, from Montreal.

Young musicians were given a chance to be heard through a daily afternoon recital period originating from all main production points across Canada.

On the French network, organ recitals featuring the leading organists in Quebec City were broadcast on Friday evenings.

The winning compositions in the competition sponsored by the Canadian Authors and Publishers Association of Canada (CAPAC) were also broadcast. The works featured were *In the Church*, by Viteslav Novak, *Sonata Tragica*, by Oscar Morawetz, *Good Night*, by Leo Janachek (all of Toronto); *Four Etudes for Piano*, by Jean Coulthard-Adams, of Vancouver; *Nocturne* and *Petite Suite* by Jocelyne Binette of Weedon, Quebec; *Night Hymns on Lake Nipigon*, by Professor F. L. Harrison of Queen's University, Kingston; and *New York Suite* by Minuetta Borek, of Calgary.

Many programs in the field of light music were carried on the networks, such as *The Prairie Schooner* and *Red River Barn Dance*, from Winnipeg; *The Sunday Night Show* from Montreal; *Leicester Square to Old Broadway*, from Vancouver, and others.

An outstanding program heard on the French network was *Les Soirées de Chez-Nous*, presenting old and modern songs and dances, and new songs composed especially to mark a significant event of the week.

Recorded music of all types was broadcast either on full or regional networks daily.

### Drama

During the year, 88 dramatic productions in English were broadcast from Toronto, 72 from Vancouver, 52 from Montreal, and 44 from Winnipeg—a total of 256, of which 249, or 97.2 per cent, were by Canadian writers.

The almost exclusive use of plays by Canadian writers is indicative of the growing excellence of radio writing in this country.

The past fiscal year included the last 11 broadcasts in the *Stage 46* series, and the first 28 plays of *Stage 47*, broadcast from Toronto on Sunday nights under the direction of Andrew Allan, supervisor of drama, and with original music composed and conducted by Lucio Agostini. *Stage 47* broadcasts have been one-hour programs and have included, along with new plays, adaptations by Canadian writers of outstanding works ranging from Sophocles' *Oedipus the King* to Hugh MacLennan's *Two Solitudes*. Jack Gould, radio editor of the *New York Times*, in frequent references to these broadcasts, has spoken of them as being performed by "the best repertory group in this hemisphere."

From Montreal, Rupert Caplan has produced modern Canadian radio plays in two series, *Radio Repertory* and *Popular Playhouse*, both of which have made contributions to the development of techniques in this field. From Vancouver latterly under the direction of Douglas Nixon, have come series which include *Pacific Time* and *Vancouver Theatre*, which have given opportunity to a growing group of writers and actors. From Winnipeg, where drama production is now under Archie MacCorkindale, have come plays by Prairie performers, bearing the special flavour of the Canadian West. Dramatic productions from Halifax are to begin immediately, adding a distinctive Maritime atmosphere.

The transfer from Winnipeg of the veteran and talented CBC producer, Esse W. Ljungh, has given impetus to the origination of drama broadcasts from Toronto. These have included a series of modern fairy-tale fantasies under the title *Once Upon a Time*, and a humorous weekly serial of Canadian family life entitled *Alan and Me*.

On the French network the series of weekly, half-hour dramas entitled *Les Voix du Pays* was made up entirely of plays submitted in last winter's *Concours Littéraire*, a CBC contest to discover new French-Canadian writers. Other drama productions on the French network included *Studio G-7*, and *Yvan l'Intrépide*, a series of adventure stories for children, and *Radio-Théâtre* presenting radio adaptations of French films.

### Feature Broadcasts

In addition to the production of programs marking national holidays and occasions of special significance in our national life, the feature broadcasts department produced a series of programs to coincide with the CBC's tenth anniversary, to inform listeners of the internal operations of their national broadcasting system. Under the title *Box Seats*, the series described in dramatized form what the CBC had achieved artistically in ten years, how its public service functions had increased, and gave a picture of its physical establishment and its position in Canadian life.

Other feature broadcasts during the year included a dramatized biography of John Peter Zenger, the American printer who did much to establish freedom

of the press on this continent; a dramatic broadcast on cancer, on behalf of the Canadian Cancer Society; *The Patient and the Visitor*, a program underlining the potential usefulness of disabled veterans to the community; two programs to assist the Salvation Army in its national appeal for funds; a feature dramatizing the Canadian Citizenship Act; and a tribute to the Canadian Red Cross Escort Service.

The International Student Service was assisted in its country-wide campaign for aid to European undergraduates, and the feature broadcasts department lent assistance to other CBC departments in devising and presenting other public service broadcasts.

A production of this department was also recognized by the 16th Institute for Education by Radio. *The White Empire*, an original documentary written by Alan King, with special music by John Weinzweig and production by J. Frank Willis, supervisor of feature broadcasts, received honourable mention for "its vivid, instructive and entertaining presentation of the richness and potential greatness of Canada's empire to the north."

### Children's Programs

During the year, the CBC continued its serious attempts to provide the best possible schedule of children's programs. A 15-minute supper-time period was devoted to children's programs on the eastern portion of the Trans-Canada network, and these were rebroadcast on the western network a few hours later so that children in the West also could hear them after school hours.

Children's programs included tales from the classics, adventure and animal stories, original fairy stories and variety shows. *Sleepytime Storyteller* came from CKNB, Fredericton, *Storytime* from Vancouver, *James and John* from CKY, Winnipeg, and from Toronto, *Here, Pooch!*, a series based on Toronto Humane Society case histories, and *Tales of Texas*, made up of stories of ranch-life.

Children's broadcasts have been planned and co-ordinated by a committee of five CBC program officials. Plans for the near future include a new series of nature stories by Dan McCowan of Banff.

An hour on Saturday mornings was devoted regionally to children's programs, among them *Music Makers*, illustrating various musical forms, and *Adventures in Magic*, the fantasy adventures of a little boy. *Microphone Moppets*, an amateur talent program, was broadcast from Toronto. In this series, 281 auditions were held and 170 children appeared on 17 programs. The best of these amateurs appeared on *Moppets on the Network*.

*Just Mary* stories for children were again a Sunday feature on the Trans-Canada network, bringing in more than 25,000 letters and requests for an illustrated brochure about Mary Grannan, who writes and narrates the scripts. In connection with the program, Miss Grannan was invited to address 14 school, church and service clubs in Ontario and Quebec.

Other children's programs written and narrated by Miss Grannan were *Land of Supposing*, a half-hour dramatized fantasy on Saturday mornings; *The Adventures of Maggie Muggins*, on Wednesdays; *The Enchanted Pine*, presented during the Christmas and Easter seasons; and *Let's Talk About Books*, broadcast during Children's Book Week. All these were on the Trans-Canada network.

*Cuckoo Clock House*, a variety show for children, was presented on the Dominion network on Saturdays. *Stories for You*, prepared by Boys' and Girls' House of the Toronto Public Library, and *Sounds Fun*, prepared and broadcast by members of the Junior League, were features heard on CJBC, Toronto.



On the French network, from Monday to Friday, young French-Canadian listeners followed the adventures of *Yvan l'Intrépide*. *Samedi Jeunesse*, on Saturday mornings, brought to the microphone young singers, actors and musicians. *Le Coin des Jeunes*, following this series, was devoted to music and a wide range of commentaries for children. Special broadcasts for children were carried on the French network during the Christmas holiday.

### *International Exchange Programs*

Exchange service has continued with the American networks, individual American stations, with the BBC and between the CBC French network and Radiodiffusion Française.

News reports, particularly material used in *CBC News Roundup*, are available, with suitable CBC credits, to American networks, as part of the general exchange plan. An example was the *News Roundup* actuality report on the record cold-snap at Snag, in the Yukon, which was given national American coverage.

Highlights among exchange programs during the year were a special Christmas Eve music program from Vancouver, and *Serenade for Strings*, *Latin-American Serenade*, and *The Edmund Hochridge Show*, broadcast simultaneously over CBC networks and the Mutual network in the United States. The CBS *School of the Air* presented a "Canada Week" in the spring of 1947 as a new experiment in international educational broadcasting, with all broadcasts that week presented by CBC.

An individual station feature was a request from WLW, Cincinnati, Ohio, for two items for its *Radio Christmas Card* broadcast, which included a Toronto school choir, Quebec City bells, and an original poem of greetings from Canada, written and read by J. Frank Willis of the CBC. In the field of farm broadcasts, statements from agricultural officials in Australia and Great Britain were obtained for *National Farm Radio Forum*, and a farm report exchange was established with station KOA, Denver.

In the music field, an interesting feature was the simultaneous release over station WQXR, New York, of a portion of the world premiere of *Deirdre of the Sorrows*, the full-length opera commissioned by the CBC.

Through the voices of four of its outstanding commentators, the Corporation again provided a means whereby listeners to station WSUN in St. Petersburg, Florida, could hear about Canada's tourist attractions.

Individual programs celebrating Canadian anniversaries were prepared and presented to the BBC for British listeners, and Canadians have periodically given commentaries in Dominion letters to Scotland, Wales, and Northern Ireland. During the winter, Scotland asked for a special half-hour satire on the Scot in Canada, which was presented by short-wave directly to Scotland in March, and repeated for the Canadian public on the succeeding night, in *Stage 47*. On St. David's Day, a program of Welsh music by groups in Vancouver, Toronto and Montreal, was sent overseas again this year at the request of the BBC for rebroadcast in Wales.

Among dramas obtained for Canadian listeners through the BBC transcription service were *The Woman in White*, *Bleak House*, *Vanity Fair* and *The Count of Monte Cristo*. The final episodes of *The Man Born to be King* were repeated during Lent. One of the outstanding talks features of the winter season was the series *Children of Europe*, originally written for the BBC by Dorothy McCordle, distinguished Irish author. One of the music series was a group of seven BBC broadcasts entitled "Music from Scotland."

### *Broadcast Language*

The instructional work conducted by this department has included special directives on the pronunciation of foreign names likely to occur in news or musical continuity; discs were cut to accompany and illustrate instructions in French pronunciation, and were sent to all CBC production points. Numerous bulletins on the use and pronunciation of English have been issued, and news bulletins and general continuity have been examined and criticized from the point of view of style.

A revised edition of the *CBC Handbook for Announcers* was published during the year. Up to date, some 800 copies have been sold to the public and a further 500 distributed free to privately-owned stations and other interested parties.

### *Traffic*

The trend is still toward the increase and improvement of network program coverage. New stations added for supplementary service on the Trans-Canada network were CKPG, Prince George, B.C., and CKOK, Penticton, B.C.; on the Dominion network, CKTS at Sherbrooke, Que., CFOR, Orillia, Ont., and CFBC, Saint John, N.B. Eighty-six broadcasting stations across Canada now have permanent connection with one or other of the three CBC networks. In addition, 13 low-power relay stations bring network programs to out-of-the-way points (mainly in British Columbia) where standard broadcasting signals are not consistently received.

Some further idea of the extent of CBC network operations may be gained from the number of miles of wirelines required. The operational mileages are 7,623 for the Trans-Canada network, 6,111 for the Dominion, and 1,654 for the French—a total of 15,388. This is the mileage in regular daily use. For special occasions, as on Christmas Day, some hundreds of miles of additional facilities are added to make programs available to all stations across the country.

Perhaps the most notable pick-up arrangement of the year was the Alexander Graham Bell centenary broadcast of March 3, when speakers from Edinburgh, Scotland, and Miami, Florida, were joined with ceremonies and after dinner addresses from the Bell homestead in Brantford, Ont.

## COMMERCIAL DIVISION

The general business and economic changes incident to a year of reconversion have to some extent been reflected in the broadcasting activities of network sponsors. In some cases, where material shortages have limited production, advertisers have found it advisable to drop their programs or to curtail the length of their program series. These losses, however, have been largely offset by additional programs for sponsors already using CBC networks or by programs sponsored by companies new to network radio in Canada. The postwar trend away from the institutional type of program common to the war years has continued. In general, sponsors are more insistent on attracting maximum audiences. This trend will in all probability continue as the competition for sales increases.

The overall quality of sponsored programs has been maintained and in several cases a considerable measure of improvement has been effected. Once again the contribution made by commercial programs to the networks can be emphasized. These programs have made available to listeners in all parts of the Dominion a wide variety of popular entertainment. In terms of direct income, they have again provided close to one-third of the Corporation's annual revenue.



A reasonable balance between commercial and non-commercial programs has been maintained. During the year, a substantial volume of business was refused. Sometimes this was because programs were not acceptable, but in a number of cases, where the proposed programs were wholly acceptable, applications were declined in order to maintain the Corporation's own network program service. The acceptance standards applied to sponsored network programs have been maintained at the high level previously established.

The Corporation, in accordance with definitely established policies, evaluate sponsored programs in the light of their interest, variety and contribution to CBC network schedules. Thus, as in previous years, sponsored network programs broadcast in Canada included a wide diversity of types. Comedy, quiz, variety, drama, sports and music were all represented. These included many fine programs from the United States networks, but the greater percentage of sponsored network features originated in Canada. During the year ending March 31, 1947, sponsored programs occupied 19.5 per cent of the combined broadcast time of the three CBC networks.

### *Trans-Canada Network*

The Corporation's fiscal year embraces the concluding portion of one broadcasting season and the major portion of the next. This year, a number of changes in the list of sponsored programs on the Trans-Canada network occurred about the time the fall and winter season got under way.

*Laura Limited*, a new daytime serial program originating in Montreal, was introduced to Canadian listeners as a replacement for another of the same sponsor's programs which had originated in the United States. *The Happy Gang*, always a Canadian show, maintained its place as a top-ranking favourite, as did Claire Wallace in her program, *They Tell Me*. Another Canadian show, *George's Wife*, continued to be a popular daytime serial while *Stars to Be* was widely enjoyed and commended for its encouragement of Canadian dramatic talent.

Canadian originations accounted also for many of the sponsored shows heard during evening hours. Friday nights, for a second season, were marked by hour-long broadcasts of the *Toronto Symphony "Pop" Concerts*. Musical highlights on Sundays included *Music for Canadians* and, for the fourth successive year, *Singing Stars of Tomorrow*. Following coast-to-coast auditions this series again presented 44 talented Canadian vocalists and awarded scholarships valued at \$1,000, \$500 and \$250. Saturday night, as for many years, was "hockey night in Canada" with Foster Hewitt's *NHL Hockey* broadcasts, while quiz enthusiasts heard again the perennial *Share the Wealth*. Dramatic programs included *John and Judy* and *Curtain Time*, which moved about mid-season to the Dominion network. *Canadian Cavalcade*, unique in the musical-variety field, was again an entertaining, well-accepted feature. In comedy, the season was marked by a new all-Canadian sponsored program, *The Wayne and Shuster Show*.

While Toronto and Montreal are the major production points for Canadian commercial programs, two popular sponsored features were again produced in western Canada—*Rhythm and Romance* from Winnipeg and *Harmony House* from Vancouver.

Many top-flight programs from the United States were also carried by Trans-Canada. A week-day morning feature was the long-established *Breakfast Club*. Dramatic serials continued to be widely popular—*Road of Life*, *Big Sister*, *Lucy Linton*, *Life Can be Beautiful*, *Ma Perkins*, *Pepper Young's Family* and *Right to Happiness*. The musical *Jack Smith Show* was another five-a-week feature, and was well received.

One new program, *Amos 'n' Andy*, was added to the Trans-Canada evening schedule. Other night-time programs from the United States included *Ozzie*

and Harriet, Edgar Bergen and Charlie McCarthy, *Album of Familiar Music*, *Lux Radio Theatre*, *Big Town*, *Fibber McGee and Molly*, *Kraft Music Hall* and *Waltz Time*. The *Metropolitan Opera* series of 18 weeks was again scheduled to the Trans-Canada network from New York on Saturday afternoons during the winter season.

### *Dominion Network*

Unlike Trans-Canada which maintains service for about 16 hours daily, the Dominion network has operated mainly during evening hours with a schedule designed to provide alternative listening. During the past year it has continued and improved this service, bringing to listeners right across Canada a wide variety of entertaining programs.

*The Northern Electric Hour*, a musical show originating in Toronto, completed its second successful season. In the field of more popular music, *Light Up and Listen*, from Montreal, was widely enjoyed. *Curtain Time* added creditably to the Dominion network's dramatic features. Also from Toronto, but heard on a limited network only, *The Underwood Hour* featured Marjorie Lea in a series of piano recitals, while for western listeners *The Burns' Chuckwagon*, a musical show in the best cowboy tradition, was broadcast from Vancouver.

Many popular American programs have been a part of the Dominion network schedules. Over the year, these have included *Twenty Questions*, *Take It or Leave It*, *Meet Corliss Archer*, *The Contented Hour*, *Duffy's Tavern*, *Mayor of the Town*, *National Barn Dance*, *Saturday Night Roundup*, *King Cole Trio Time*, the weekly *Cavalcade of Sports* and, in their own programs, such well-known radio stars as Fred Allen, Hildegard, Eddie Bracken, Tony Martin, Bob Hope, Jack Carson, Alan Young, Dick Haymes, and Bing Crosby.

### *French Network*

In its commercial programs, the CBC French network offered this year a particularly varied choice of entertainment. Several series of musical programs were highly popular, among them the broadcasts of *Radio-Concerts Canadiens* presented from Plateau Hall in Montreal and featuring internationally known French-Canadian artists such as Raoul Jobin, Pierrette Alarie, Léopold Simoneau, Jean Dansereau, Arthur Leblanc, Jacques Gérard and others.

Other musical programs of interest were *Mosaïque Musicale* and *Les Troubadours du Québec*, produced at the Montreal studios for the French-speaking audience. The series *L'Heure Northern Electric* and *Concerts Populaires Simpson*, originating in Toronto, were broadcast in the Quebec region with narration in French by Montreal announcers. *Waltz Time* and *Album of Familiar Music* also carried cut-in announcements in French. *The Metropolitan Opera Broadcasts* of 1946-47 included, during the entr'actes, very popular discussions on music in French from the CBC Montreal studios.

In the variety field, an outstanding series was *Radio-Carabin*, with an orchestra, a vocal ensemble and a group of comedians including three star performers of the already famed troop *Les Compagnons de Saint-Laurent*. Participating at each broadcast, were two guest artists—a young Canadian soloist, and a concert star of international reputation such as Witold Malcuzinsky, Ezio Pinza, Irène Hilda, Marcel Hubert, Ninon Vallin, Carmen Torrès, and others.

Other variety programs of interest were *Talents de Chez-nous*—a series presenting new talent in the Quebec region, *Soirées au Vieux Moulin*, *Quart d'Heure de Détente* and *Alouettes Eveready*.

Continued from the preceding year were the evening drama series *Ceux qu'on Aime*, *Théâtre de Chez-nous*, *Secrets du Dr. Morhanges* and the daytime

quarter-hour serials— *Vie de Famille*, *Jeunesse Dorée*, *Rue Principale*, *Quelles Nouvelles*, *Tante Lucie*, *Courrier-Confidences* and *Métropole*. *Un Homme et Son Pêché*, on the air for the eighth year as the most popular program of French-Canadian radio, drew an even greater audience. Another serial, *Grande Soeur*, returned to the air after a lapse of nearly 12 months.

An outstanding dramatic series began this year under the title *L'Equipe aux Quatre Vents* with the cast of a leading Montreal dramatic group, *L'Equipe*, directed by Pierre Dagenais. The popular quiz programs *Qui Suis-je* and *Le Mine D'Or* were carried again this year.

In the field of sports, the baseball championship finals were reported in French by a staff of Montreal commentators. Saturday hockey broadcasts were scheduled as usual for all games played at the Montreal Forum. A daily sportscast was broadcast from Montreal five days a week after the regular evening newscast, followed on Saturdays by an interview with a leading sports personality.

With the exception of *L'Heure Northern Electric*, *Concerts Populaires Simpson Waltz Time*, and *Album of Familiar Music*, all programs sponsored on the French network were produced entirely in the CBC Montreal studios for the French-Canadian audience.

### Subsidiary Hook-ups

Subsidiary hook-ups are entirely separate from the Corporation's regular network service. They consist of two or more privately-owned stations linked by special wire lines and are usually confined to provinces or regions. Their main purpose is to provide broadcasting facilities for advertisers who wish to reach a few specific markets within a limited area and to make possible the simultaneous release of such advertisers' programs in the particular markets they wish to cover.

There were 19 subsidiary hook-up series broadcast during the year over English-language stations, and 20 French subsidiary hook-up series. Of the programs in English, nine originated at Toronto, three at Regina, two at Montreal and one each at Calgary, Moose Jaw, London, Hamilton and Fredericton. All of the French programs on subsidiary hook-ups originated at Montreal.

In addition to the above, there were several one-occasion subsidiary hook-up broadcasts in connection with sports and other events of public interest.

## PRESS AND INFORMATION SERVICE

An increased publicity effort for CBC programs, personalities, and activities was carried on during the year, especially in connection with the Corporation's tenth anniversary; *Deirdre of the Sorrows*, the full-length opera commissioned by the CBC, and the visit of Professor Bernard Heinze, distinguished Australian conductor.

A 48-page, two-colour booklet, *This is the CBC*, was produced in both English and French to mark the anniversary, and distributed free to interested groups and organizations, and to thousands of listeners who wrote in for copies. Many requests were received from listeners in the United States. In addition, stories presenting highlights of the Corporation's history were prepared and distributed to news wire services and to daily and weekly newspapers, trade papers and other publications, and radio stations.

Throughout the year, program schedules with CBC listings and new were issued regionally each week and sent to dailies, weeklies and other publications, as well as to individual listeners, radio officials, and interested groups. The total of weekly schedules distributed in all regions during the year was



about 300,000. The circulation of the CBC prairie region schedule was extended as much as possible to meet insistent demands from listeners in rural areas, where other program information is not readily available, but there is still a sizeable waiting list.

Weekly newspapers continued to receive picture releases in the form of plastic stereos and mats, of which nearly 25,000 were sent out to about 400 papers. The plastic stereos are an exclusive CBC press feature, and as usual received wide acceptance from editors.

Radio itself was further employed as a publicity medium through the use of carefully-planned program announcements, for English and French listeners. The program *Sur Nos Ondes*, broadcast five days a week, provided additional information about CBC programs, personalities and activities for French listeners, and introduced radio artists who appeared as guests on the program.

The *CBC Monthly Guide* was distributed each month, from October to June, to 18,000 organizations and individuals interested in advance information about programs of educational and cultural interest.

A wide variety of other printed matter to publicize CBC programs, both English and French, was prepared and issued during the year. There were some 25 projects, including booklets, pamphlets, folders, charts, manuals, postcards, posters, and reprints. Their total circulation was approximately 500,000.

Photographs and special articles on radio in Canada, in English and French, were supplied on request to organizations and individuals in Canada, Great Britain, the United States, France, Belgium and Switzerland. Arrangements were made with several magazines for reprinting CBC talks and other spoken word programs.

In co-operation with the farm broadcasts department, the press and information service set up a display booth at the first postwar International Plowing Match, held at Port Albert, Ont. In addition, the press and information service designed and supervised the establishment of a CBC exhibit which attracted a great deal of attention at the Royal Winter Fair in Toronto.

The organization of a reference library at the national program office in Toronto is well under way. More than 800 reference volumes have been classified and catalogued, and the library contains more than 1,600 files on different subjects. These are constantly referred to by CBC staff members as well as freelance writers and researchers, and have proved to be of great help in supplying background information and technical data.

## BROADCAST REGULATIONS DIVISION

The current fiscal year marked the first full year of the separate operation of the Broadcast Regulations Division. This Division is responsible for administering CBC regulations for broadcasting stations in Canada, and policies and rulings concerning political and controversial broadcasting as outlined in the CBC "White Paper." Following a review of all interpretations issued to date, a new regulations bulletin folder containing interpretations and explanations is being distributed together with a reprint of the regulations and the "White Paper."

The "Promise of Performance" form, developed on the recommendation of the 1946 Parliamentary Committee, was circulated to all stations and a report submitted to the Board for its review prior to recommendations to the licensing authority on the renewal of station licences.

The Broadcast Regulations Division is responsible for the enforcement of regulations and for reporting to the Board on their observance by all stations

in Canada. An examination is conducted of the logs submitted by each station, special complaints are investigated, and air-checking is to be inaugurated. Stations have generally shown a desire to co-operate when specific infractions have been brought to their attention.

With the inauguration of "Promise of Performance" and its corollary, "Report of Performance," it is felt that there should be a standard log form. This project has received preliminary study and has been discussed with private stations.

The commercial continuity for any article, product or treatment for which nutritional, medicinal or health claims are made must be submitted to this division for clearance in advance of broadcast. Review from the point of view of existing legislation is conducted on behalf of the Corporation by the Department of National Health and Welfare. Some material is not always suitable to the broadcasting medium, even though it may contain nothing contrary to law and be perfectly acceptable in other media. Since the broadcast message reaches old and young alike, the continuity clearance editors of the division review for good taste with this in mind.

## STATION RELATIONS DIVISION

Over the past year it has been possible to direct greater effort toward the distribution of CBC network programs in the various centres across Canada. The division has maintained close co-operation with the ever increasing number of private stations, facilitating discussion and settlement of many varied problems. Smoother operations for all concerned have resulted from meetings between representatives of stations affiliated to the Trans-Canada and Dominion networks, and representatives of various divisions within the Corporation.

A number of program adjustments were made necessary by the change in CBC operations to conform with the adoption of daylight time by a majority of centres. This affected the program schedules of a number of stations that remained on standard time, and required a considerable reallocation of certain network programs to enable individual stations to meet their particular problems.

### *Program Statistics*

Statistical reports are issued on a quarterly and annual basis and are distributed within the Corporation and to broadcasting agencies throughout the world.

During the fiscal year ending March 31, 1947, 59,705 programs were broadcast, taking up 17,843 hours on the Trans-Canada, Dominion and French networks. Of the total hours, 80.6 per cent was non-commercial service. The remaining 19.4 per cent was taken up with commercial operations.

The National network, made up of the Trans-Canada, Dominion and French networks, carried 0.1 per cent of the year's broadcasting hours; 65.3 per cent was scheduled on the Trans-Canada network, 7.6 per cent on the Dominion network, and the remaining 27.0 per cent on the French network.

Continuing the trend of increased service to listeners, non-commercial programs occupied 514 hours more than during the 1945-46 fiscal year. Commercial hours increased by 266 on the three CBC networks. While operations on the Dominion network during the year changed very little, non-commercial service increased while sponsored programs decreased.

### *Origination of Programs*

The Corporation originated 78.4 per cent of all network broadcasting. Private stations originated 2.3 per cent, and the remaining 19.3 per cent was made up of exchange programs from the BBC and United States networks.



Montreal again originated the greatest number of CBC program hours, with 29 per cent of the programs coming from that point. Toronto followed with 16.5 per cent, Vancouver 11.8, Winnipeg 7.4, Halifax 9.2 and Ottawa 1.5.

### *Exchange Programs*

There was a marked increase in the number of exchange programs imported from the United States this year—a total of 8,292 programs representing 3,168:35 hours of broadcasting, as compared to 2,609 hours during the previous year. In addition, 1,371 programs representing 265:30 hours were received from the BBC. There has also been a considerable increase in the number of CBC programs sent to United States networks. This year the figure reached 76 programs, representing 37:15 hours, as compared to 7:15 hours last year. The Mutual Broadcasting System took the greatest number of programs.

### *Program Classification*

Musical programs again occupied the greater portion of the CBC program schedule—53.3 per cent, representing 9,510 hours. Light music occupied 3,590 hours, followed in order by dance, semi-classical, classical, variety, symphony and band music. Spoken word programs filled 8,333 hours, distributed in part as follows: news, 2,393; drama and features, 2,248; agricultural programs, 355; informative talks, 872; women's talks, 452; educational programs, 402; religious, 384. Children's programs, broadcasts of sports events and sports resumes took up the remaining network time, in that order.

### *French Network Programs*

There were 4,813 hours of non-commercial and commercial broadcasting on the French network exclusively. An additional 840 hours were fed to the French network from either the Trans-Canada or Dominion networks. In keeping with the over-all ratio, musical programs took up the greater portion of time on the French network.

### *Subsidiary Hook-ups*

There has been little change in the number of hours of broadcasting on subsidiary hook-ups during the year. Private station hook-ups consumed 142 hours—representing 15.6 per cent of the total commercial broadcasting. The greater portion of this time—54.3 per cent—was devoted to musical programs, with spoken-word programs using up the remaining 45.7 per cent.

Subsidiary hook-ups on the French network accounted for 269 of the total hours, while the remaining 373 hours were broadcast on English-language subsidiary hook-ups.

## ENGINEERING DIVISION

Although there were no major changes or additions made to the CBC broadcast plant during the year under review, this period was marked by intensive planning and engineering by all departments of the division.

First consideration was given to a rapid return to the high standards of technical operations and facilities from which it had been necessary to depart, in some cases, as a result of war shortages of equipment and staff. Considerable time and attention was also given to the preparation of preliminary layouts, estimates and final designs for new facilities already approved and proposed for standard, short-wave and frequency modulation broadcasting as outlined below:

### *Standard Broadcasting*

ALBERTA: As originally envisaged in its 1936 plans, and in order to implement the stipulations of the North American Regional Broadcasting Agreement

(The Havana Treaty), the CBC is building a new 50 kw. station in Alberta to operate on the clear-channel frequency of 1010 kc. After extensive field-strength surveys to determine the best possible location for this new station, a site was purchased in the vicinity of Lacombe, approximately half-way between Calgary and Edmonton. From this location, a directional antenna system will ensure coverage of the whole province from the border to the northern regions. The transmitting equipment has been ordered and actual construction has already been started. Excavation and footings are completed and specifications for the remainder of the work have been prepared and tenders called for.

**MANITOBA:** Also as part of the 1936 plans and because of the NARBA, a second 50 kw. station is to be built in Manitoba on the clear-channel frequency of 990 kc. On the basis of thorough field surveys, options have been secured near Carman in the vicinity of Winnipeg and final arrangements are currently under way for the purchase of a suitable site. From this location it will be possible to serve the whole population of Manitoba with a single mast radiator. The equipment for this station has already been ordered and specifications for the building construction and equipment installation are well under way.

**TORONTO:** As a further application of its 1936 plans and in accordance with the NARBA, station CIBC will increase its power from 5 kw. to 50 kw. and will change frequency from 1010 kc. to 860 kc. clear channel, moving from its present location at Dixie to Hornby, where the CBC already operates station CBL. Construction is under way to extend the Hornby building to permit the installation of the new transmitting equipment already on order. The antenna system for the new station will be unique in Canada inasmuch as the existing 640-foot vertical radiator will be used for both transmitters even though the operating frequencies of 740 kc. and 860 kc. are relatively close to one another.

**CHICOUTIMI:** Also in accordance with the NARBA, the CBC will increase the power of its Chicoutimi outlet, CBJ, from 1 kw. to 10 kw. This station will continue to operate on the 1,580 kc. clear channel as a Class 1B station. A suitable site has already been purchased a few miles from Chicoutimi and plans are now being prepared for the construction of the building which is to house the new transmitter already on order. The dual antenna will direct maximum energy along the Saguenay River, giving service to the concentrated urban areas in the vicinity of Chicoutimi, as well as to the rural population scattered around Lake St. John and along the mouth of the river near the St. Lawrence.

Plans are also under way for the provision of improved studio facilities in Chicoutimi to replace the existing installation which has to be vacated in May, 1948.

### *Short-Wave Broadcasting*

**SACKVILLE:** In order to meet the demands for improved transmission service to South America and to South Africa, it has been decided to build new high-gain directional antennas to operate on 21 megacycles and to be beamed to these two countries. All necessary engineering and designs have been completed for this project and a contract awarded for its construction. In addition, small-scale dike construction and repair work was carried out at Sackville, and plans were made for outriggers on the European antenna masts to facilitate maintenance.

**MONTREAL:** As a result of the considerable expansion of its services, the present offices and studio facilities of the International Service on Crescent Street are no longer adequate. To meet this situation, space has been rented in the immediate vicinity on Bishop Street. Plans have been completed and work is already under way to adapt this space for additional offices and broadcasting requirements of the International Service.

VANCOUVER: The CBC short-wave receiving stations in Dartmouth, Ottawa and Hornby are not in good locations for the proper reception of transmissions from Australia and points in the Pacific area. To meet this situation, it has been decided to establish a new receiving station on the west coast and its construction is now well under way at Point Grey near Vancouver.

### *Frequency Modulation Broadcasting*

MONTREAL: As an interim measure until the proposed CBC FM and television station is completed on top of Mount Royal, two temporary experimental FM transmitters were established at engineering headquarters in the Keefer Building in downtown Montreal. These transmitters are now operating on a power of 250 watts each but suitable equipment has already been ordered to increase this rating to 3 kw. One of these transmitters, VE9FD, relays programs from the French network and the other, VE9CB, carries Trans-Canada network programs.

TORONTO: A third CBC FM transmitter, VE9EV, built on top of the Canadian Bank of Commerce Building in Toronto, is carrying Trans-Canada programs. This building, the tallest structure in Toronto, constitutes the best possible location for maximum FM coverage in the city. The power of this station is to be increased shortly to 3 kw. and equipment has already been ordered for that purpose.

VANCOUVER: Arrangements have been made for the installation of a 1 kw. FM transmitter on top of the Hotel Vancouver. All the necessary construction work has been completed and the station will be placed in operation as soon as the equipment already on order is received.

WINNIPEG AND OTTAWA: Preliminary plans have been prepared for the installation of FM stations in these two cities and equipment has already been ordered.

It can be noted that the CBC is enthusiastic about FM, already operating three experimental stations which are to date the only transmitters operating regularly in Canada on the FM broadcast band. It is already a well-known fact that the present AM broadcast band will not meet Canada's need for more stations. It is also known that only the very high frequencies can provide the additional channels required. Because of their particular propagation characteristics, very high frequencies can best be used, at least at the start, for improving local service and at the same time relieving congestion on the standard band, this in turn permitting improvement in rural service. From theoretical considerations and from results of actual tests, it is also known that on very high frequencies FM is far better than AM for freedom of interference of all sorts and for improved quality. With these convictions, and in the absence of any serious economic difficulties, the CBC will encourage the rapid development of FM for the better service of the Canadian public.

### *Television*

In view of the recent television developments in the United States and at the request of the CBC Board of Governors, the Engineering Division is currently engaged in a thorough study to determine under what conditions television can be inaugurated in Canada at the earliest possible date. As part of this investigation, observers have been sent to the United States to attend all important television meetings and in particular the FCC hearings on colour television. In addition, the transmission and development department of the CBC is engaged in long-term studies of VHF and UHF propagation in anticipation of its future activities in television and allied fields.



## PERSONNEL AND ADMINISTRATIVE SERVICES

The work of this division has increased during the past year owing to expansion of the broadcasting service and the introduction of post-war planning. Special consideration has been given to the co-ordination of administrative services in order to observe a satisfactory degree of uniformity and to avoid duplication of effort and facilities.

Working conditions for announcers, producers, and technical operating staff were under review both by a committee appointed by the General Manager and by the staff themselves through their Staff Council Executive. The staff councils provide a direct link between management and staff. Standards were established for producers covering hours of work and the allocation of program time for commercial and non-commercial programs. The purpose of this was to evaluate the actual work being done by producers and to provide the basis for payment of fees for their services on sponsored programs. Working conditions for both the announcing and production staffs were clarified and a formula devised which appears to be working satisfactorily.

A national meeting of representatives of staff councils from CBC locations across Canada was held in Ottawa in March, 1947, and among important problems considered were the following: (1) working conditions for technical operators; (2) five-day week; (3) cost-of-living bonus; (4) starting salary rates for junior staff. After discussion with management, standard working conditions for the technical operating staff were agreed upon in principle, and the General Manager gave his authority for the introduction of a five-day week on a trial basis to begin early in the next fiscal year.

A compulsory group insurance plan for all permanent employees has been in operation since 1940 and owing to the favourable experience in 1945 a rebate amounting to 25 per cent of the premium rate was made to contributors in 1946. On June 1, 1946, there were 959 CBC employees insured for \$2,435,000 under the group plan.

A pension plan for the benefit of CBC employees was inaugurated on April 1, 1943. This plan is on a contributory basis with employees contributing six per cent of their salaries and an equal amount being contributed by the Corporation, together with contributions covering past services prior to April 1, 1943. During the year under review, the CBC made additional contributions to the fund equal to its own and the employees' share covering the period during which members of its staff were on leave for service with the armed forces. It is of interest that the first male employee to reach the age of 65 years since the plan was put into effect retired on pension during the year.

The director of personnel and administrative services visited all CBC locations from Halifax to Vancouver, for discussions with officers in charge, and addressed local staff council meetings. These inspections have proved very profitable in maintaining close contact with working conditions throughout the service and associated problems.

As the representative of management, he attended meetings of the editorial board of the staff magazine, *RADIO*.

The total number of employees on March 31, 1947, including the International Service, was 997—an increase of 20 employees over the previous year. The increase in staff from 130 on November 2, 1936, is an indication of the expansion of the national service. The area of recruitment has had to be extended in order to obtain qualified staff as announcer-producers, and various specialists for the foreign-language sections of the International Service.

The rehabilitation of all 138 employees who were granted leave to serve with the armed forces and sought re-instatement was completed during the year. The employees re-instated were given any salary adjustments they normally would have received, and since their return many of these employees have qualified for further promotion.

## INTERNATIONAL SERVICE

In the modern world where radio is recognized as an established medium of communication among peoples, Canada, through the International Service of the CBC, is taking her part with an increasing sense of responsibility. The newest division of the CBC—"The Voice of Canada"—is now a little over two years old, having been in operation since February 25, 1945. From an original complement of 41 persons, the staff has grown to 120. Its organization has progressed steadily under careful planning, various new languages and transmissions being added as staff, space and equipment were made available.

The organization of its work is roughly divided into the same categories as the CBC domestic broadcasting organization, but all programs are non-commercial and paid for out of the appropriation provided by Parliament. The International Service is operated by the CBC for the Canadian Government. No revenue from licence fees or commercial advertising is employed in the operation of the International Service.

Policy is administered by the general supervisor of the International Service in consultation with the General Manager and the Director-General of Programs. Final policy decisions are made by a joint Government-CBC short-wave committee which meets periodically during the operation year to review progress. This body is composed of representatives of the CBC, the Department of External Affairs, the Department of Trade and Commerce, the Privy Council and the National Film Board.

Direct liaison is maintained through International Service representatives with all federal government departments in Ottawa. At present there is a European representative stationed in London, England, who is responsible for liaison with the British Broadcasting Corporation and to a limited extent with broadcasting organizations on the Continent. Liaison is maintained by the various program supervisors at headquarters in Montreal with the countries to which they broadcast. Plans are under way for the establishment of a permanent French representative to be stationed in Paris and for a European representative to be stationed at some other point in Europe to handle relations and facilitate the exchange of programs with broadcasting organizations. Many programs prepared for use on the domestic networks have been rebroadcast by the International Service, and there has been an increasing degree of consultation and interchange between the two services.

The program offices and studios are in Montreal and the transmitters, with their associated antennas, in Sackville, N.B.

### *The United Kingdom and Commonwealth Section*

From March, 1946, until the summer, broadcasting was almost entirely to Canadian troops overseas. As their numbers diminished, the program service of news, music and talks was directed to United Kingdom listeners as well, and by November, the broadcasts were entirely to the people of the British Isles and the West Indies. A talks series, including stories of Canada, and *Canadian Commentary*, a review of the week's political and general events, took a regular place in the transmissions. They were followed by a series *Discovering Canada*, illustrating aspects of modern Canadian life, and *Tales of Two Cities*, comparing towns and cities here with places of the same names in Great Britain and Northern Ireland. Another series entitled *Women in the New World*, which began by featuring war brides, developed into a wider sphere of women's interests. *Farm Review*, a weekly agricultural broadcast, has been continued successfully. There was insufficient response to children's programs and they were discontinued. as was a regular program for Canadian troops called *Canadian Party*.

A musical program, *Canadian Composers*, was presented for some months. A series of instrumental recitals under the title *Concert from Canada* has been continued.



Among events of historic interest, the meetings of the United Nations at San Francisco received full attention, as well as the discussions of the UN General Assembly and Economic and Social Council. Since Canada is the headquarters of ICAO and ILO, the reports from the conferences of these two organizations in Montreal and Quebec City were of particular interest to overseas audiences.

The main program to be carried on for United Kingdom listeners from the troops series was *Canadian Chronicle*, a daily collection of news from all parts of the country, contributed "live" by selected reporters. This is now broadcast three times daily excepting Sunday, each edition being revised according to news developments. A series of forums was under way by November.

Broadcasting to the British West Indies began on September 1, 1945, and there are now daily transmissions of material especially prepared for this region.

Transmission tests to Australia proved good. Although the beam is not yet directed to South Africa, listeners there are able to hear programs directed to the United Kingdom. Plans for programs to Australia, New Zealand, and South Africa were put in hand, and arrangements made with the respective representatives in Canada to further them.

During March, 1947, several new series of programs were prepared, including weekly broadcasts in turn by the Boy Scouts, Girl Guides, and Air and Sea Cadets. A weekly 15-minute non-denominational religious period was presented, and plans were made for a program dealing with the Canadian Legion. A half-hour weekly program, featuring entertainment in the cafes of Montreal, was also undertaken.

### *French Section*

The French Section of the International Service produced during the fiscal year 902 daily programs, 104 weekly relay programs and 15 special exchange programs totalling approximately 500 hours of broadcasting time. These programs, although specially designed for listeners in France and in the French Union, attracted a considerable French-speaking audience in other countries including Belgium, Switzerland, Italy, Spain, Turkey, Rumania, Egypt, Palestine and Yugoslavia.

The two editions of one of the daily programs, *La Voix du Canada*, containing news bulletins, press reviews, commentaries, and special features dealing with the economic, social, financial, artistic, scientific and agricultural life of Canada were well received by listeners.

*Les Actualités Canadiennes*, relayed by the BBC to European countries was produced every week up to March, 1947. This review of Canadian events is now sent only once a month, but Radiodiffusion Française in Paris, has agreed to carry it on a weekly basis. Another weekly program is the commentary for the United States Department of State program, also relayed to France.

During the year, 15 special exchange programs were prepared in Montreal and rebroadcast by la Chaine Nationale de Radiodiffusion Française. On the other hand, RDF sent programs to the CBC French network. As from next September, the CBC International Service will send to France a weekly half-hour variety program and a weekly 15-minute review of Canadian events, together with a number of special programs commemorating anniversaries. Programs to Belgium are under discussion.

### *European Section, Foreign Languages*

This section is in charge of all programs to Europe with the exception of English and French.

At the beginning of the year, daily programs were sent to Germany, Czechoslovakia and the Netherlands, with weekly programs to Austria. During the year, regular programs were inaugurated to Norway, Denmark and Sweden, while those to Austria were discontinued. The total number of programs transmitted from this department to countries regularly served was 2,220, made up as follows: Germany, 710; Czechoslovakia, 710; Netherlands, 550; Austria, 25; Norway, 75; Denmark, 75 and Sweden, 75. In addition, some 100 miscellaneous programs were prepared and transmitted to Finland, the Soviet Union, Poland, Yugoslavia, Switzerland, Belgium and Egypt. These were special reports from visiting journalists and foreign government officials, as well as special Canadian programs commemorating both foreign and Canadian holidays and special occasions. Most of these programs were rebroadcast by the radio organization of the country to which they were directed and, in addition, some 273 rebroadcasts were obtained in the countries regularly served, making a total of some 357 rebroadcasts by direct pick-up.

Another interesting development of this section's work was the preparation of some 1,200 school broadcasts recorded on standard-speed records in Czech, Polish, Greek and French. These were distributed as a gift of the people of Canada through UNESCO to aid in the re-establishment of educational facilities damaged during the war in France, Czechoslovakia, Poland, Luxembourg and Greece. The discs, which are for the most part translations of school broadcasts previously heard over CBC stations in Canada, have been broadcast by the local radio stations to students of natural history, science, botany and other subjects.

Each language group in the section has attempted to transform itself from its wartime role of a basic news source to a peacetime one of projecting Canada into European countries where neither reference material nor current newspapers or magazines are available in any quantity. Scripts deal with basic Canadian subjects, such as hydro-electric power development, farming, industries, art, music, education, trade unions, business, mining, lumbering, fishing, and many more. In addition, actuality broadcasts, musical programs, dramas and variety programs have been transmitted, each in the language of the country to which they were beamed. Many requests have been received for copies of scripts and for additional information about specific subjects. Commercial concerns have written to make inquiries regarding Canadian sources of supply and outlets. The programs appear to have established substantial listening audiences in each country, judging by the audience mail received, which in most languages is larger than that received by United States short-wave programs. Foreign newspapers monitor the programs and, in many cases, reprint excerpts and commentaries quoting their source as "the Voice of Canada."

The most serious problem confronting the section is the extreme scarcity of foreign-language staff with suitable educational qualifications for short-wave broadcasting in Canada. For this reason it has frequently been necessary to secure the services of staff without extensive Canadian background, making the problems of co-ordination and supervision, complex and exacting.

### *Latin-American Section*

The Latin-American service was directed throughout the year, on a weekly basis to Brazil on the Portuguese-language beam, and to the rest of Latin America, including Spanish-speaking countries in the Caribbean area, on the Spanish-language beam. The weekly programs, made up of one half-hour to Brazil and one hour to the rest of the area, consisted of descriptive talks on all aspects of Canadian life, industry, economy, art, literature, sport and climate, (frequently in the form of dialogues and occasionally supported by background music); personalities, talks by visiting Latin-Americans and by Canadians on subjects of mutual interest; news reviews and commentaries on happenings affecting

Canada or Latin America; and music by ranking Canadian and Latin-American artists.

A substantial part of the year's activities was devoted to the preparation of program material for future use in the daily service, to be inaugurated soon. Regular programs in this new service will include *Canadian Perspective*, a weekly 15-minute period on Canadian history, dramatized for two or more voices and illustrated by folksongs; *Este es Canada*, a series of dramatized talks, with background music, on Canadian industrial and economic development; *Canadian Legends*, planned on a basis similar to *Canadian Perspective*, covering Eskimo, Indian and other lesser-known fields in Canadian folklore; and *Musica de las Americas*, a series of discs prepared in each of the Latin-American countries to show the essential characteristics of their national folk or dance music.

During the last fiscal year, many special events were covered for the Latin-American audience. Talks were arranged by various Canadian ambassadors visiting Canada and by Latin-American representatives in Canada. Numerous actuality broadcasts were organized, to cover the visit of a Brazilian training ship, the launching of Canadian-made Brazilian cargo vessels, Davis Cup matches in which a Mexican team participated, the National Horse Show in Toronto at which Latin-American countries were represented, the conferring of a degree by Laval University on the Brazilian Ambassador, and other events.

Rebroadcasts were arranged during the year in Chile, Cuba, Argentina, Mexico, Panama and the Dominican Republic, and the Portuguese program was relayed regularly by Brazilian stations. The flow of audience mail increased steadily, with requests for more frequent programs. Canadian government missions co-operated well by helping to arrange hook-ups and free publicity.

The section specialized in programs commemorating the national holidays of Latin-American countries. For example, a specially-prepared program was shipped to Mexico for that country's Independence Day, October 14. On similar occasions the section honoured other Latin-American countries.

## News

The newsroom provides a basic news service for all sections of the International Service. This consists of one 15-minute and one 10-minute summary of Canadian and international news each day in English for the United Kingdom and the Continent and one 10-minute summary of Canadian and International news for transmission to the British West Indies.

All Canadian and international news of interest to foreign sections is selected, condensed and written in radio style for their use. The sections then translate the bulletins into their own languages.

## Engineering

Two large projects were planned and started during the year by the Engineering Division—the construction of new antennas at Sackville, and the provision of additional office space and studio facilities in Montreal (see page 30).

The International Service senior engineer carried out a survey of the Caribbean area to determine antenna performance, study listening habits, arrange for monitoring reports and establish personal contact with broadcasting organizations there. Continued study was given to problems involved in launching new transmissions, such as a daily service to South America and regular services to Australia, New Zealand and South Africa.

A continuing problem concerns the allocation of short-wave frequencies for use in international broadcasting. Demands on the frequencies set aside for this purpose at the World Telecommunication Conference have been so great that interference is present on nearly all channels. This is the biggest problem facing all short-wave broadcasting organizations at the present time.



Use by the United Nations of our facilities produced monitoring reports confirming what hundreds of listeners had already told us: that the signals emanating from Sackville are consistently the strongest to be heard in Europe from North America. The United Nations continues to use our service for 90 minutes daily, directing reports regularly to Czechoslovakia, Russia, Turkey, Norway and Switzerland, and occasionally to the Netherlands, Poland, France, Greece and Egypt.

From October 23 to December 14, radio booths were maintained at Lake Success and Flushing Meadows near New York for special coverage of the UN General Assembly. Equipment was constructed in Montreal, taken to New York and operated there under our supervision.

### *Traffic*

Operations during the year involved 3,275 hours of broadcasting, made up of approximately 10,700 separate program periods.

Program staffs made increasing use of talks originating outside Montreal. In the last few months of the year, items were brought in from points across Canada in Dutch, German, Czech, Swedish, Norwegian and Danish, as well as English and French.

The shortage of studio space presented one of the biggest traffic problems, and studios for musical and dramatic programs had to be reserved at station CBM in Montreal.

Program scheduling was complicated by seasonal changes in wavelengths and by time differences between Canada and the countries served.

### *Administration*

The difficulty in securing qualified secretaries for foreign-language sections constituted the chief administrative problem during the year. This was complicated by the fact that even when the continuing requirements of a foreign-language section had been met, it was not possible to take care of emergencies by assigning staff temporarily from other sections.

### *Press and Information*

With the speeding up of communications, a gradual process since the end of the war, it was possible to direct publicity to listeners abroad in ways that were impossible during the early phase of operations. In the former German-occupied countries of Europe, radio stations were rebuilt, multiplying the possibilities for rebroadcasts, newspapers and journals of all kinds sprang up and new radio receivers were produced or imported.

During the year, the list of individuals and groups serviced regularly by mail with advance program details grew from 6,500 to 15,000 addresses. About 4,000 pieces of audience mail were received and handled, compared with 9,000 in the first year of operations. More than 250 news releases were distributed broad and in Canada, against 100 the previous year. An average of six press clippings were received for each release.

Microphone publicity proved far more fruitful in developing larger audiences than any other method.

Pamphlets, folders, news releases, photographs, mats, reprints of magazine articles and a wide variety of other media were used to find audiences for new transmissions or attract new types of audience for established programs, to keep the existing audience supplied with up-to-date program information, and to develop close relations with individual listeners.

The monthly program schedule established during the first year as an eight-page folder was expanded in November 1946, into a 16-page booklet

containing basic program information in 10 languages, as well as photographs and articles to stimulate regular listening. Press releases were best received in Sweden, Czechoslovakia, South America and the Caribbean. The outstanding success in this field was in Sweden, where five releases sent out during a six-week period made nearly 100 appearances in the daily press. Increasingly, editors and publishers abroad appear to realize the popularity of CBC short-wave programs and to be willing to publicize them freely as a service to readers.



## FINANCIAL

The Corporation's finances and operations continue to show cause for concern as evidenced by the appended eleventh annual balance sheet as at March 31, 1947, but the maintenance of the broadcasting service and the expansion of physical plant and equipment must continue in order to provide an efficient service and, as a result, working capital has been reduced by \$177,105.58, as follows:

Increase in fixed assets at March 31, 1947, compared to March 31, 1946..\$	112,221.86
Operating Deficit.....	27,261.09
Increased Inventories.....	37,622.63
	<hr/>
	\$ 177,105.58

On March 17, 1947, the Corporation secured a loan of \$2,000,000 from the Dominion Government under Authority of Appropriation Act No. 6, 1946 (Vote 965), for the purpose of construction, extension or improvement of capital works including additional broadcasting stations in the provinces of Alberta, Manitoba, Ontario and Quebec, development of frequency modulation and other pressing requirements.

Of this \$2,000,000 loan, \$1,500,000 (par value) was invested in government bonds, until such time as the necessary equipment is ready for installation and progress certificates for construction are submitted for payment. The remaining \$500,000 is being used for immediate financing, rather than dispose of the bonds to the value of \$500,000 previously held.

### *Fixed Assets*

Fixed assets were increased by \$112,221.86, mainly at the following locations:

Toronto, Ont.....	National Program Office
Lacombe, Alta.....	New Transmitter
Montreal, Que.....	Keefer Building
Hornby, Ont.....	New Transmitter
Montreal, Que.....	FM Stations

### *Operating Statement*

The income and expenditures statement shows an operating deficit of 27,261.09, exclusive of any allowance for depreciation and obsolescence for the second year in succession. In the past, depreciation rates have been generous and the book value of plant, etc., is considered greatly below replacement value. Therefore, no further allowance has been provided during the fiscal year.

*Income*

Radio receiving licence and commercial broadcasting licence fees have increased by \$132,556.41 during the year. The disposition of receiving station licences by provinces for the past two years, as provided by the Department of Transport, is as follows:

	1945-46 Fiscal Year	1944-45 Fiscal Year
Prince Edward Island.....	10,346	10,426
Nova Scotia.....	80,759	87,843
New Brunswick.....	55,043	57,149
Quebec.....	479,852	491,823
Ontario.....	607,968	628,075
Manitoba.....	107,343	108,985
Saskatchewan.....	126,002	129,447
Alberta.....	121,295	125,249
British Columbia.....	165,281	168,951
Yukon and Northwest Territories.....	462	27
	1,754,351 (Average \$2.15)	1,807,244 (Average \$2.15)

Commercial broadcasting and miscellaneous revenue increased by \$116,017.24 during the year, mainly due to expansion of American originations.

*Expenditures*

Expenditures have continued to increase, resulting in an operating deficit due in part to new labour conditions, fees to artists, rentals, salaries and pension fund, with corresponding increases in material costs.

*Operating Costs*

Operating costs in percentage terms for the past three years are as follows:

	1944-45	1945-46	1946-47
	Per cent	Per cent	Per cent
General and Administrative.....	4.17	5.18	6.88
Operations.....	20.40	21.10	21.36
Programs.....	54.24	56.06	54.73
Station Networks.....	17.02	17.66	16.00
Depreciation.....	4.17		0.04
Interest on Loan.....			
	100.00	100.00	100.00

### *International Service*

In accordance with provisions of Order in Council P.C. 156/8855, dated November 17, 1943, the Corporation carries on its books and shows on its balance sheet as a separate item, the total cost of the Crown's property of the short-wave transmitters at Sackville and studios at Montreal, together with like sum as a liability of the Government of Canada.

The maintenance and operational costs such as programming, engineering, administration and publicity are considered the responsibility of the Canadian Broadcasting Corporation but all expenses relating thereto are directly chargeable to the Government of Canada as provided annually by Parliament. These expenses are not considered chargeable to the Canadian Broadcasting Corporation because the fees collected from broadcast licences are used only to serve listeners within Canada.

Short-wave expenditures for the fiscal year are shown separately for the purpose of clarification.

### *Audit Requirements*

In accordance with Section 20 of the Canadian Broadcasting Act, 1936, the accounts of the Corporation (for both the domestic and International services) are audited by the Auditor General of Canada and his certificate is included in the appended balance sheet.

## CANADIAN BROADCASTING CORPORATION

## BALANCE SHEET

March 31, 1947

## ASSETS

*Current—*

Cash in Bank, Petty Cash and Treasurer's Cashiers' Funds	\$	439,068.15	
Accounts Receivable	\$	459,501.31	
Less Reserve for Bad Debts		5,000.00	
			454,501.31
Due from Dominion Government <i>re</i> International Short-Wave Service			309,331.25
Accrued Bank Interest			650.72
Department of Finance (Balance owing on Licence Fee Collections)			19,841.17

*Investments—*

Dominion of Canada Bonds—Par Value			
\$2,000,000.00	\$2,073,150.68		
(Market Value \$2,092,500.00)			
Accrued Interest Receivable	6,246.59		
		2,079,397.27	
			\$3,302,789.81

*Fixed—*

Real Estate, Buildings, Technical Equipment, Studio and Office Furnishings, Library of Records, etc	\$3,253,440.98		
Less Reserve for Depreciation and Obsolescence November 2, 1936 to March 31, 1947	2,153,112.33		
		\$ 1,100,328.65	
Add International Short-Wave Station, Sackville, N.B. (Per Contra Account—Dominion Government)	1,238,556.79		
			2,338,885.44

*Deferred—**Inventories—*

Expendable Stores	\$	87,762.25	
Stationery and Printing		58,144.84	
Publications and Sundry		5,397.52	
			\$ 151,304.61
Prepaid Charges			65,364.25
			216,668.86
			\$ 5,858,344.11

HARRY BRAMAH,  
*Treasurer.*

AUGUSTIN FRIGON,  
*General Manager.*

## CANADIAN BROADCASTING CORPORATION

## BALANCE SHEET

March 31, 1947

## LIABILITIES

*Current—*

Accounts Payable.....	\$ 726,131.42	
Securities Deposited by Contractors.....	11,000.00	
		\$ 737,131.42

*Loan—*

2½ per cent from Dominion Government for Capital Works—		
Authority of Appropriation Act No. 6, 1946 (Vote 965).....		2,000,000.00

*Dominion Government—*

International Short-Wave Station, Sackville, N.B. (Per Contra Account) . . .		1,238,556.79
--	--	--------------

*Proprietary Accounts—*

Capital Surplus.....	\$ 494,377.16	
Reserve for Renewals and Replacements.....	400,000.00	

*Operating Surplus—*

Balance, April 1, 1946.....	\$1,015,539.89	
Deduct Operating Deficit, 1946-47.....	27,261.09	
		988,278.80
		1,882,655.96

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\$5,858,344.17

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## AUDITOR'S CERTIFICATE

I have examined the accounts of the Canadian Broadcasting Corporation for the year ended March 31, 1947, and have obtained all the information and explanations I have required. In my opinion, the above balance sheet is properly drawn up so as to exhibit a true and correct view of the state of the Corporation's affairs as at March 31, 1947, according to the best of my information and the explanation given to me and as shown by the books of the Corporation.

WATSON SELLAR,  
Auditor General.



## CANADIAN BROADCASTING CORPORATION

## INCOME AND EXPENDITURES

April 1, 1946 to March 31, 1947

## INCOME

Licence Fees.....	\$3,905,841.17
Commercial Broadcasting.....	1,781,290.24
Miscellaneous.....	115,896.64

\$5,803,028.05

## EXPENDITURES

Programs.....	\$2,933,428.49
Engineering.....	1,215,232.55
Station Networks (Wirelines).....	966,219.57
Administration.....	591,322.98
Press and Information.....	179,971.73
Commercial Division.....	141,853.55
Interest on Loan.....	2,260.27

5,870,289.14

Operating Deficit Before Providing Allowance for Depreciation and Obsolescence \$ 27,261.09

NOTE.—For expenditures *re* International Service, see separate statement.HARRY BRAMAH,  
*Treasurer.*OTTAWA, ONTARIO,  
July 28, 1947.

## OPERATION OF INTERNATIONAL SERVICE

April 1, 1946 to March 31, 1947

## INCOME

Recoverable from Dominion Government..... \$ 881,621.16

## EXPENDITURES

Performers' Fees.....	\$ 247,478.93
Salaries.....	282,889.92
News Service.....	35,341.17
Transmission Lines.....	11,806.68
General Operating Overhead.....	186,714.32
Power.....	20,809.77
Tubes and Maintenance.....	14,516.84
Crescent St.—Sackville Line.....	40,081.07
Supervision Charges.....	41,981.96

\$ 881,621.16

N.B.—Exclusive of Capital Expenditures.

HARRY BRAMAH,  
*Treasurer*OTTAWA, ONTARIO,  
July 28, 1947.

Government  
Publications



P  
Pol. Sci  
C

Government  
Publications

CANADIAN BROADCASTING  
CORPORATION

BC  
-A55

1947/48

# Annual Report



A Record of  
NATIONAL RADIO IN CANADA  
1947-1948









CANADIAN BROADCASTING  
CORPORATION

# *Annual Report*

CONTAINING FINANCIAL STATEMENTS  
FOR THE FISCAL YEAR ENDED  
MARCH 31, 1948

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OTTAWA, December 1, 1948.

*The Honorable J. J. McCann, M.D., M.P.,*

*Minister of the Crown,*

*Ottawa, Ontario.*

SIR,—*In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, I have the honor to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended the 31st of March, 1948.*

*Yours faithfully,*

A. DAVIDSON DUNTON,

*Chairman, Board of Governors.*

## BOARD OF GOVERNORS

A. DAVIDSON DUNTON, Ottawa, Ont., (Chairman)

RENÉ MORIN, Montreal, P.Q., (Vice-Chairman)

DEAN ADRIEN POULIOT, Quebec, P.Q.

HOWARD B. CHASE, Montreal, P.Q.

MRS. T. W. (MARY) SUTHERLAND, Parksville, B.C.

FREDERICK J. CRAWFORD, Toronto, Ont.

DR. G. W. STEEL, Charlottetown, P.E.I.

JOHN J. BOWLEN, Calgary, Alta.

## EXECUTIVE

DR. AUGUSTIN FRIGON, C.M.G., General Manager

DONALD MANSON, Assistant General Manager

## INTRODUCTION

This has been a year of expanded activity in all branches of the Corporation, by which the national radio system has made further steps in fulfilling the purposes for which it was created.

Work has progressed on new 50 kw. transmitters to provide coverage service to more listeners in Ontario, Manitoba and Alberta; on a new 10 kw. transmitter for better service in the Chicoutimi area; frequency modulation transmitters have been installed in Ottawa and Vancouver, the power of those in Toronto and Montreal has been increased, and an FM transmitter has been purchased for Winnipeg. These and other additions to the technical plant will increase the physical assets of the public's radio system by nearly two million dollars.

A continuing high standard in programs, recognized not only by listeners at home but in international competition with other broadcasting organizations, has been further enhanced this year by the inauguration of CBC Wednesday Night. This new program activity has broadened our service to the public, many of whom have found an entirely new interest in national radio because of it.

In spite of rising prices everywhere, the cost of the national radio system to the listener has remained the same. The resulting financial pressure has been met in part by the Government absorbing the cost of collecting licence fees and also by revenue from an increased number of commercial programs. By careful budgeting, the Corporation is able, this year, to show a net operating surplus, but is concerned about the future in view of continually rising costs.

Operations of the CBC International Service have expanded to the point where ten languages are in regular use, serving eleven distinct geographical areas. Canada's "voice to the world" is attracting increasing attention abroad.

## PROGRAMS

### CBC WEDNESDAY NIGHT

*... primarily for the discriminating listener*

CBC Wednesday Night is something new in radio on the North American continent — a block of non-commercial programs broadcast for a full evening on a national network, and produced primarily for the discriminating listener. It has long been felt that a considerable number of listeners would welcome a whole evening devoted to a more advanced and challenging type of broadcasting; and that it would be to the general advantage of broadcasting and the public if an effort were made in this way to show the wider possibilities of radio as a force in the cultural life of Canada.

The experiment was begun on December 3rd, 1947. Since then, to judge from the mail received, CBC Wednesday Night has become an important weekly event for many listeners, both in Canada and in the northern United States, who have found in it more stimulating and substantial fare than they had been able to enjoy previously.



Wednesday Night programs, carried from coast to coast on the CBC Trans-Canada network, have regularly included good music by groups of various sizes, and recitals by many distinguished Canadian artists as well as such internationally-known figures as Dame Myra Hess, Andres Segovia, Elizabeth Schumann, Witold Malcuzyński, and Harriet Cohen. Orchestras, chamber music groups and singers from the principal Canadian music centres have provided a wide variety of classical concert periods throughout the season, presenting little-known works as well as favorite music from the standard repertoire.

Through the well-established *Citizens' Forum*, which had been moved to Wednesday evenings, the free exchange of opinion on vital issues of the day became part of the new program service. Seventy-six speakers representing widely differing occupations and viewpoints discussed topics ranging from "psychology versus the hairbrush" in the rearing of children, to the questions of atomic control and the average man's ability to prevent another war; from an examination of the teaching profession, to discussions of labor legislation and fair employment practices, the Marshall plan for European recovery, Canada's immigration policy, the prospects of a boom or a depression, and the question of moral standards in a changing world. Programs originated in Toronto, Montreal, New York, Ottawa, Brantford, Winnipeg, Vancouver, London England, Edmonton, Kingston, and Sydney, and many of them were broadcast from public meetings sponsored by a variety of service groups and community organizations. *Citizens' Forum* was extended from half an hour to forty-five minutes this season, to provide time for a brief statement of each speaker's views before the round-table discussion began, and to permit members of the audience to question the speakers when it was over. In conjunction with the series, several hundred listening groups organized by the Canadian Association for Adult Education across Canada, carried on their own discussions after the broadcast. Their views were presented in brief provincial summaries at the end of the broadcast period the following week. From time to time, a national report of Forum and public opinion on the topics covered to date was broadcast under the title *What People Say*.

In other programs of the spoken word on CBC Wednesday Night, the aim has been to obtain experienced speakers well qualified to explore the subject chosen; subjects which at times related to the feature broadcast of the evening, or which were picked because of some special contribution which could be made to the programs in this way. Among memorable talks were those by the British author Algernon Blackwood, on *The Fear of Heights*; Arthur L. Phelps of McGill University, on the idea behind CBC Wednesday Night; the British critic and author Hector Bolitho, on Alfred, Lord Tennyson; a conversation between Earle Birney and Roy Daniels of the University of British Columbia on the significance of the Golden Bough Legend in literature to accompany a dramatization of the legend heard the same evening; Barker Fairley of the University of Toronto on Canadian Art; and Desmond MacCarthy, the well-known British critic, on the poetry of T. S. Eliot. The spoken word period of CBC Wednesday Night during the month of February was devoted to an exposition of new Canadian writing, in which listeners heard a short story by the French-Canadian author Yves Thériault; examples of modern Canadian poetry; excerpts from the humorous satire *Sarah Binks*, and a reading of Earle Birney's narrative poem *David*.

Actors and choir await their cues during a CBC Wednesday Night program from Toronto.



The feature productions of CBC Wednesday Night, although limited (with one or two exceptions) to one-hour's time, showed to the full the scope of the programming idea: presentations chosen for imagination, humor and lightness of touch, as well as for serious value. Wednesday Night began with the première of a Canadian musical comedy, *The Gallant Greenhorn*, especially written for radio, and which was an immediate success. This was followed by T. S. Eliot's significant verse-drama *Murder in the Cathedral*. As Christmas drew near, Wednesday Night brought an unusual program of *Songs of the Nativity*—Christmas carols dating back to the 15th century and Andrew Allan's *Mystery Play of the Nativity*, adapted from the plays performed by the Guilds of Chester and York in medieval England. New Year's Eve brought a cantillating, satirical revue of some of the year's events under the title *Thin Ice of 1947*.

Other significant productions in the first season of CBC Wednesday Night included a modern Irish comedy by the distinguished Dublin Gate Theatre Company; a performance of Henrik Ibsen's *Peer Gynt*, with the incidental music by Edvard Grieg, broadcast in two parts on succeeding Wednesdays; the annual *a cappella* concert of the Toronto Mendelssohn Choir; Lister Sinclair's dramatic verse play *Encounter by Moonlight*; an adaptation of some of the humorous, almost forgotten *Sam Slick* stories by Thomas Chandler Haliburton; E. J. Pratt's narrative poem *Brébeuf*, for which the CBC had commissioned Dr. Healey Willan to write the accompanying music; and an adaptation of Shakespeare's play *The Winter's Tale*.

The most significant broadcast of CBC Wednesday Night occurred on March 24th, the Wednesday evening before Easter. On that occasion the entire evening was devoted to a three and a half hour broadcast of the great *St. Matthew Passion*, by Bach, performed by the Toronto Mendelssohn Choir, an orchestra, soloists and organ, under the direction of Sir Ernest MacMillan. This was not only the first time the work had been broadcast at such length, but provided the first opportunity for many Canadians to hear this annual performance in its entirety. It is interesting to note that for this program all but

two of the privately-owned stations on the Trans-Canada network cleared the full three and a half hours in order to carry the broadcast. Public response was most gratifying, and many listeners have asked that it be made an annual presentation.

CBC Wednesday Night has had considerable editorial mention in the Canadian press, and has been received enthusiastically by listeners in every province. Those who do not care for the more serious tone of these programs have been served by a schedule of light entertainment carried simultaneously by the CBC Dominion network.

## NEWS . . .

### *. . . reporting the day to day picture at home and abroad*

In the second year of peace, the task of the CBC News Service in providing listeners with accurate, significant and fair reports of world news became increasingly difficult and exacting. Hopes for international accord were still high when the year opened, but as 1947 wore on, cleavage between the Western democracies and the Soviet bloc became more pronounced. The handling of this highly complex and controversial news with fairness and objectivity was a problem that called for unceasing vigilance and careful study.

Through its morning, noon and evening bulletins, the News Service covered the main happenings of regional and national interest as well as world events for listeners in each of the five main geographical regions in Canada. The National News Bulletin, broadcast nightly on the Trans-Canada network and the Dominion network news bulletin, covered significant world news and news of the cross-country Canadian scene. Similar bulletins for the French network are provided by the CBC newsroom in Montreal.

### ***CBC News Roundup***

Broadcast five nights a week on the Trans-Canada network following the National News Bulletin, *CBC News Roundup* is designed to illustrate and amplify current news, through descriptive commentaries, reports on national and international developments, eye-witness accounts, interviews and actuality broadcasts.

Canadian coverage is provided by CBC staff broadcasters, by outside correspondents who are specialists in certain fields, and by private-station members of the CBC networks wherever news of general Canadian interest occurs. *News Roundup's* main sources of news from outside Canada are the CBC Overseas Unit, based in the United Kingdom and covering Europe; correspondents at the United Nations and in Washington; and, by reciprocal arrangement, the BBC and other national broadcasting agencies.

*News Roundup* brought first-hand reports of the Foreign Ministers' Conferences in Moscow and London; the Royal Visit to South Africa; the death of Ghandi; the Texas City disaster; the Royal Wedding; the Wimbledon Tennis Matches, and many other interesting and important events.

Covering the Canadian scene, *News Roundup* reported fully on important developments in Ottawa; interviewed immigrants arriving to take up new



homes in the Dominion; reported on the Arctic rescue of the late Canon Turner; the Dominion Drama Festival at London and the International Music Festival at Montreal; the Fishermen's Fair at Lunenburg; blossom festivals in the Niagara peninsula and the Annapolis valley; and a host of the little-publicized but interesting happenings that go to make up the Canadian way of life.

Nearly fifteen hundred reports were carried by *News Roundup* during the year.

A somewhat similar program on the French network —*La Revue de l'Actualité*—carried reports supplementing the regular news bulletins. Contributions came from correspondents in a number of Canadian cities and from overseas points, mainly London and Paris. A well-known Canadian newspaperman supplied regular reports from Washington.

## TALKS AND PUBLIC AFFAIRS . . .

### *. . . exchange of opinion through the spoken word*

Apart from news and the factual reporting of events, programs of the spoken word embrace the free exchange of opinion on subjects ranging from major world problems to the smaller but none the less important affairs of every day living.

National and international affairs, political broadcasts, the work of business and labor, women's interests, community activities and social problems, literature and creative writing—all these subjects and many more fall within the province of the CBC Department of Talks and Public Affairs. In bringing to the microphone the men and women who seem best qualified to speak, and best able to express their thoughts and ideas, the Department attempts to balance subject matter, to make it representative of many parts of the country, and to achieve variety in presentation and appeal.

### *World Problems and Current Events*

The fundamental nature of atomic energy, and the problems raised by its development, were explored in an outstanding series of broadcasts presented in co-operation with the BBC. British and Canadian scientists intimately involved in the development of atomic energy in Britain, Canada and the United States—men described in an introductory broadcast by J. B. McGeachy as "a team of intellectual stars one could assemble on a lecture platform once in a lifetime"—spoke of the discovery and development of atomic energy; its military performance; the problems of international control; peaceful uses as a source of power and in medicine and research; and the resulting outlook for mankind. The British speakers had been heard originally in a series broadcast by the BBC. The Canadian speakers, who included Gen. A. G. L. McNaughton, Canadian representative on the UN Atomic Energy Commission, and Dr. C. J. MacKenzie, president of the National Research Council, brought Canada's part in the development and control of atomic energy into sharp focus.

As a service to listeners who had missed the series, or who had been unable to hear all of the broadcasts, the talks were published in booklet form by the CBC Press and Information Service and sold at a nominal cost.

In presenting regular commentaries on current events, the CBC tries to contribute to public enlightenment by presenting a variety of informed opinion.

Speakers are encouraged to state their opinions frankly, openly and clearly. It is felt that this method provides the greatest possible safeguard of the principle of freedom of speech on the air.

Since it is obviously impossible to present all major points of view in a single broadcast, an attempt is made to work out a pattern of coverage which provides balanced and varied information and opinion during each week.

During the United Nations Assembly meeting in October and November, in a special *Report from U.N.*, a professional reporter or commentator gave a summary of the week's happenings in the Assembly. This was followed by a short talk by a member of the Canadian delegation or an adviser. Other talks and reports on U.N. deliberations were heard throughout the year on the Trans-Canada, Dominion and French networks.

*Capital Report* provided reports and interpretations of the news each Sunday from Ottawa, London and Washington by outstanding correspondents. A panel of Canadian speakers was heard on *Weekend Review*, devoted largely to international affairs. *Midweek Review*, which was heard until December, when CBC Wednesday Night began, presented three speakers each week: one dealing with international affairs, another with British and European affairs, and the third with Canadian affairs. *International Commentary* was a brief review heard each evening at the conclusion of the BBC news. Two speakers were chosen each week by the BBC; two were Canadians of differing viewpoints; and once a week there was a report from Lake Success about some aspect of the work of the United Nations.

In the weekly program *Points of View*, two or more speakers expressed their opinions on a wide range of controversial issues. *This Week*, a fifteen minute broadcast on Saturday evenings, was made available on many occasions to groups and organizations engaged in charitable enterprises, scientific research, health education, and other projects; and also brought to the microphone a number of visitors to Canada who had interesting stories to tell.

### **Political Broadcasts**

During the year, the CBC made network time available to qualifying political parties, both federal and provincial. The federal series, *The Nation's Business*, was broadcast in weekly fifteen-minute periods, allocated by agreement among the parties concerned. This series was heard on the French network under the title *Les Affaires de l'État*.

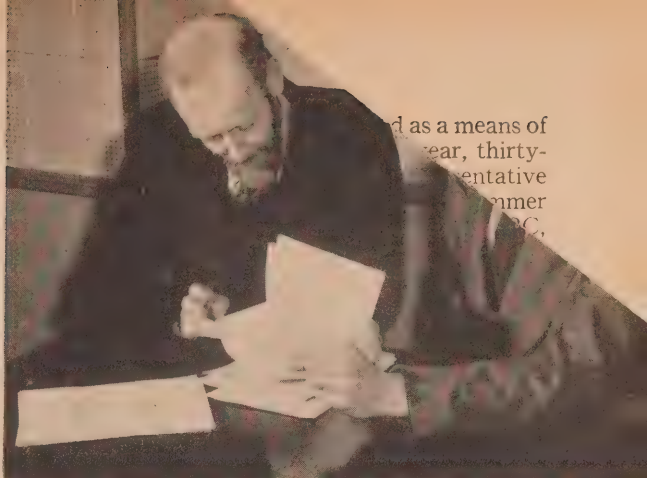
Programs titled *Provincial Affairs*, heard in six provinces heretofore, were expanded to include the three Maritime provinces at the request of one or more of the political parties concerned. These broadcasts were also arranged in weekly fifteen-minute periods, with the length of the series depending on the wishes of the participating parties. The provincial political broadcasts for Quebec, *La Politique Provinciale*, were broadcast weekly instead of bi-monthly as in previous years.

### **Social Problems**

Thirteen broadcasts under the title *In Search of Ourselves*, produced in co-operation with the National Committee for Mental Hygiene, (Canada) illustrated in graphic form the mild emotional maladjustments which contribute to the stresses and strains of present-day life. Each half-hour broadcast



In Vancouver, poet Earle Birney and Arthur Hill prepare a reading of Mr. Birney's poem "David".



dramatized a case history supplied by the Committee, and presented a commentary by a psychiatrist, Dr. J. D. M. Griffin, who analyzed the behaviour of the people portrayed in the dramatization. No solutions were offered, as the purpose was to stimulate thought and discussion rather than to provide a panacea.

Listening groups were formed in Nova Scotia and Ontario in connection with these broadcasts, and all registered groups received specially prepared study material a few days in advance of the programs. The groups were encouraged to make a report of their discussions and findings. These reports will be analyzed and will form part of a report on Canadian opinion on matters of mental health which will be submitted to the International Congress on Mental Hygiene, to be held in London, England in the summer of 1948.

An attempt to find the relation between the fundamental problems of our era, and the immediate emotional and mental problems of average citizens, was made in *Learning to Live*—talks by nine world-famous British, American and Canadian psychiatrists and psychologists, who dealt with such common problems as child behaviour, anxiety and guilt complexes, and spoke of the social aspects of psychiatry.

In *What About Your Marriage?* eleven men and women who specialize in human relations—psychiatrists, a judge of a family court, social workers, a lawyer, a doctor, a children's aid supervisor, a minister, and a housewife—spoke of the pitfalls experienced in married life and gave constructive advice on building a happy home.

Problems of racial and religious prejudice were dealt with in a series of nine recorded programs produced originally in the United States by the League for Democratic Education. Leading roles in these informative dramas were played by well-known figures of the stage and screen—Helen Hayes, Ralph Bellamy, Elissa Landi, and others.

*Mind's Your Business* was the title of a series of dramatized broadcasts dealing with mental hospitals, recorded in the United States by the National Mental Health Foundation. For presentation in Canada, the CBC arranged

Speakers are encountered in introductory commentaries by such speakers as Lady Alexander, It is felt that Paul Martin, Minister of National Health and Welfare, and Mr. Brockington, who emphasized the need of better care of the mentally ill in Canada.

On the French network, writers and sociologists such as Joseph Folliet, of the University of Lyons, were interviewed about contemporary social and philosophical trends of thought. Other series, one by the well-known writer Emile Henriot, of the French Academy, dealt with such topics as the rehabilitation of criminals.

In co-operation with the Quebec Association for Adult Education, French-speaking listeners again heard *Préparons l'Avenir*, a discussion series similar to *Citizens' Forum*, dealing with various social and economic problems and designed to promote community discussion among listening groups.

### **Women's Interests**

The great daytime audience of women is served by a special section of the Talks Department, which tries not only to keep women up-to-date on such matters as child care and consumer information, but through special international series, to broaden their horizons.

Throughout the year, six regional commentators reported five mornings a week on community events, interviewed local leaders and important visitors, and read news from their regular women correspondents in various countries including France, the Netherlands, Cuba, Bolivia, Puerto Rico, and Iceland.

More than five hundred talks broadcast on the Trans-Canada network in the afternoons dealt with subjects of immediate interest to Canadian women as homemakers and citizens. These included citizenship, housing, community service, club activities, cooking, dress-making, and special problems of human relations involving parents, teen-agers, elderly people, and the pre-school child. CBC women observers at United Nations headquarters reported daily on sessions of the General Assembly and the Commission on the Status of Women.

To present a more than usually intimate picture of life in other lands a special series heard once a week on the Trans-Canada network brought the voices of women leaders from twenty-nine countries, talking about family vacations, women in politics, the social status of mothers-in-law, and the responsibilities of homemakers. The countries represented in these talks were Australia, Belgium, Brazil, China, Cuba, Czechoslovakia, Denmark, Finland, France, Greece, India, Jamaica, Yugoslavia, Korea, Liberia, Mexico, New Zealand, the Netherlands, Nigeria, Norway, the Philippines, Poland, South Africa, Sweden, Switzerland, Trinidad, the United Kingdom, the United States and Uruguay.

*Lettres à une Canadienne*, broadcast five days a week to the French network featured women in the news and background information on international affairs. During the winter months it was replaced once a week by *Le Courrier de Radio-Parents*, dealing with problems of child education.

*Entre-Nous*, twice a week, dealt with fashion trends and good grooming.

*Chronique de France* gave an account of the activities of French women and of Canadians in France.

## Literature and Creative Writing

In its second year on the air, *The Readers Take Over* continued as a means of introducing new Canadian books and their authors. During the year, thirty-three books were discussed on this weekly program, where two representative readers meet the author and talk to him about his work. During the summer of 1947, eighteen broadcasts of a similar nature were provided by the BBC, in which as many British authors were introduced to Canadian audiences.

Short-story writers have found an outlet for their talents in the series *Canadian Short Stories*. As evidence of increasing interest in the specialized field of radio writing, the average number of scripts submitted for this weekly series has risen from twenty-two last year to more than fifty.

Other spoken word broadcasts making use of original scripts were series based on the diaries of visitors to Canada in the 19th century; the stories behind the names of various towns and districts in Canada; and six programs on the early days of railroading in Canada. Stories of Canadian poets, and selections from their works, were read in a five-week series from Vancouver; and for thirty-seven weeks, Lister Sinclair, playwright, actor and critic, made a critical examination of CBC music programs in a series called *Mainly About Music*.

*La Chronique Littéraire* was again a weekly feature of the French network, reviewing Canadian books as well as recently published French works.

John Fisher, widely-known CBC reporter, continued his popular weekly broadcasts under the title *John Fisher Reports*, giving graphic pictures of Canadian life. His programs originated in main production points from Charlottetown to Vancouver.

## Labor and Business

Business leaders and trade union officials across the country took part each week in the summer series *Labor and Business Take Stock*, a joint presentation of views on such current issues as prices, labor legislation, housing, immigration, profits, export trade and special regional problems. This practice was continued in a new series, *Cross Section*, which provided a continuing survey of events, trends, and ideas in the economic realm. The format was flexible, to accommodate a variety of techniques: interviews, reports, actuality broadcasts, talks, round-table discussions and occasionally a dramatized item. The *Cross Section* microphone visited the Toronto Stock Exchange, a union meeting in Montreal, a labor-management production committee in a British Columbia pulp and paper mill, and other significant places; round-table discussions covered, among other topics, racial discrimination in industry, housing, Canada's economic relations with the United States, unemployment in the Maritimes, and the problem of finding jobs for older workers.

In planning these programs, the CBC had the co-operation and assistance of the Canadian Chamber of Commerce, the Trades and Labor Congress of Canada, the Canadian Manufacturers' Association, the Canadian Congress of Labor, and other organizations.

A significant use of radio to inform the public occurred in connection with the strike in the meat-packing industry in the fall of 1947. Company and union spokesmen were brought together on two occasions to discuss the issues at stake and present their respective cases on a national CBC network.



## Regional Programs

Canadian regional interests and activities were reflected in a number of programs heard over provincial or regional networks. For example, the series *The Sea is Our Home* brought listeners in British Columbia biographical narratives about life afloat off Canada's west coast. Among other British Columbia programs were *Press Photographer*, *One Man Says*, and the daytime feature, *Mirror for Women*.

*Prairie Comment* included talks on such subjects as home decoration, school lunches, school buildings and interiors, and the care and selection of house plants. Eight programs on the four western universities were arranged in co-operation with students of the Western University Radio Federation, and were broadcast over a western network.

*Maritime Comment* dealt with a variety of topics such as a community centre in Pictou, river steamers, the Gaelic Mod, child psychology, and community dramatics. In Quebec a program series on community interests was entitled *Here's An Idea*.

*Neighorly News*, a selection of items from weekly newspapers, presented in co-operation with the Canadian Weekly Newspapers Association, again met with a most friendly response. Each region had its own regular commentator: Andy Clark in Ontario and Quebec, Cyril Greene in the Prairies, Les Way in British Columbia, and Jerry Redmond in the Maritimes.

## Sports

The regional sports commentaries were continued, including *CBC Sports Review* in western Canada, *Sports with Settell* on CJBC, Toronto, and *Sports with Del Mott* on CBL, Toronto. In Montreal, CBM carried a daily five-minute sportscast, and a weekly review of local sports events. *Sportsmen's Guide* was heard weekly in British Columbia, and *The Sportsman's Show* in the Ontario and Quebec sections of the Trans-Canada network.

## Sports College

The regular Saturday morning broadcast of *Sports College*, a public service feature for young Canadians, is now in its fourth year. Originated and still conducted by Lloyd Percival, the Sports College project has been largely supported by the CBC for the past two years, working in co-operation with a group of public-spirited business and professional men. In addition to information on the playing of various sports and advice on physical fitness heard on the radio program, Sports College – which now has nearly a million registered members – makes available, free, a series of instructional booklets called "Playbetters", which cover the entire field of sports, health, physical fitness and athletic direction.

The policy to be followed by Sports College is laid down by the Sports College Association, incorporated as a non-profit body under Letters Patent issued by the Secretary of State, and composed of prominent citizens. A board of directors, elected annually, and responsible to the Association, carries on organization and administrative work. Back of the Association is a National Council, under the leadership of Brigadier-General H. G. C. Crerar, C.H. C.B., D.S.O., as honorary president. All officers and members serve without pay.

. . . makes up the greatest number of programs

There has been a marked increase in the performance of Canadian music in the serious music broadcasts presented over the CBC's Trans-Canada and Dominion networks. Nearly every CBC series of serious music included at least one composition by a Canadian on each broadcast and in some cases a complete program was devoted to the performance of Canadian music.

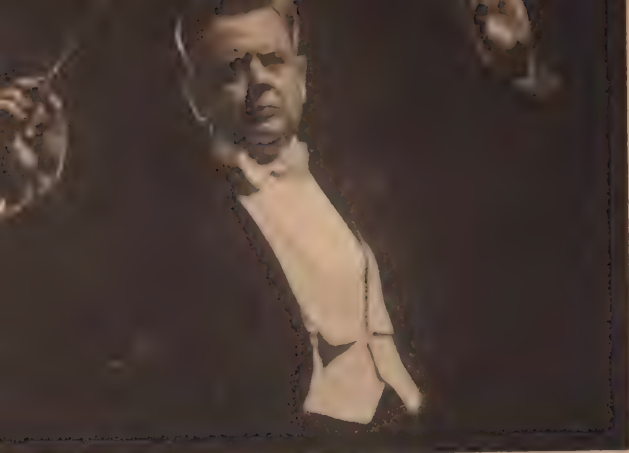
These broadcasts were highlighted by a number of first radio performances of Canadian compositions as well as of works by musicians of other countries. A notable broadcast in this category was the performance of Alexander Brott's *From Sea to Sea*, a suite in five movements, commissioned by the CBC International Service. It was first performed in November, 1947, by a CBC symphony orchestra conducted by the composer, and was heard on the Trans-Canada and French networks, broadcast by the International Service, and carried simultaneously on the domestic networks in Mexico as a tribute to UNESCO, which was then in session in Mexico City. Other first radio performances of works by Canadians included *Six Improvisations on a Liturgical Theme* by the composer-pianist Robert Fleming, broadcast in the *Symphony for Strings* series under Harold Sumberg; *Fantasy on an old Hymn Tune* by Thomas Canning, former assistant professor of music at the University of Toronto, broadcast in the New World Orchestra series conducted by Samuel Hersenhoren; *Essay for Strings* by Gerald Bales and *Serenade* by Oskar Morawetz, which were written especially for the New World Orchestra series; and *Songs of Contemplation* by Alexander Brott, sung by Lionel Daunais, baritone, in the CBC's summer concert series.

Among works by musicians of other countries, compositions heard by Canadian radio audiences for the first time included *Divertimento* by Walter Piston and *Design for Woodwinds* by George Kleinsinger—two American composers—broadcast in the New World Orchestra series; a waltz from the Prokofiev opera *War and Peace* and the Prelude in B Minor by Dmitri Kabalevsky, Russian composer, performed by the Canadian concert pianist Reginald Godden, in a series of recitals on the Trans-Canada network. A Concerto for Oboe and Strings, credited to Handel, was given what is believed to be its first North American performance on *Serenade for Strings* conducted by Jean Deslauriers. This work was brought to Canada by Michel Nazzi, first oboist of the New York Philharmonic, and guest soloist on the *Serenade for Strings* program when the Concerto was broadcast.

With the beginning of CBC Wednesday Night, composers and artists were offered even greater opportunity to perform little-known works not only of older composers but of contemporary writers. Out of this added impetus came the first Canadian musical comedy for radio, *The Gallant Greenhorn*, which has since led to the writing of other musical comedies for CBC network broadcasts.

Symphony concerts and orchestral music programs had a prominent place in CBC program schedules. During the summer, the Promenade Symphony Concerts presented by the Toronto Philharmonic Orchestra under guest conductors and featuring guest soloists were broadcast over the CBC Dominion and French networks every Thursday; on Tuesdays, the CBC Dominion and





Sir Ernest MacMillan, conductor of the Toronto Symphony Orchestra, heard regularly throughout the season with other leading Canadian orchestras.

French networks carried the Chalet Concerts given in the summer months by *Les Concerts Symphoniques de Montréal*; on the Trans-Canada network the CBC presented a series of summer concerts, with a concert orchestra under the direction of well-known Canadian conductors.

In the fall and winter season the CBC broadcast one hour each week of the regular concert series given by the Toronto Symphony Orchestra, under Sir Ernest MacMillan, and *Les Concerts Symphoniques de Montréal*, under Désiré Defauw. These programs were heard on the Dominion and French networks. The Vancouver Symphony Orchestra was heard regularly on the Trans-Canada network.

In co-operation with radio networks in the United States well-known American orchestras were carried by the CBC. The New York Philharmonic Orchestra from CBS, the Boston "Pops", from ABC, NBC's *Orchestras of the Nation* series featuring a different American symphonic orchestra each week, as well as choirs and choral groups, were heard regularly in Canada. During the Metropolitan Opera season, the CBC carried the sponsored opera broadcasts every Saturday on the Trans-Canada network.

Apart from the daily recital periods which provide opportunity for lesser-known artists to be heard by network audiences; there were many other recital series featuring well-known Canadian musicians and singers as well as internationally-known artists.

A new venture in Canadian musical art was brought to the attention of a coast-to-coast radio audience when the CBC presented a weekly series of five broadcasts of well-known operas by the Opera School of the Royal Conservatory of Music of Toronto. The productions were under the direction of Nicholas Goldschmidt, conductor of the Opera School, which is the first of its kind in Canada. Students from the Royal Conservatory of Music of Toronto were also heard in other programs and string quartets from the Junior and Senior Schools performed in the CBC Wednesday Night series.

Canadian choral groups were heard both in Canada and in the United States when the CBC contributed twelve programs to NBC's *Concerts of the Nation* series, presenting choirs from Vancouver, Winnipeg, Toronto and Montreal.

Many programs of light music were heard during the year ranging from jazz and old time music to the lighter classics. *The Old Songs*, sung by the Four Gentlemen, continued to be a favorite program with listeners; *The Prairie Schooner*, a program of folk music and ballads brought to the Canadian West in pioneer days, was another popular program. Other programs in this category were *Harmony Harbor*, a program of sea chanties from Halifax, and the music of Don Messer and his Islanders from Charlottetown. The lighter classics included program series such as *Your Music*, with Russ Gerow's orchestra and *The Edmund Hockridge Show* with songs by Edmund Hockridge and a CBC Orchestra conducted by Geoffrey Waddington.

A popular French network program was *Les Soirées de Chez Nous*, featuring old and modern songs and dances, and new songs composed especially to mark significant events of the week.

## DRAMA . . .

### . . . radio peoples a vast stage

During the year, 137 dramatic productions in English were broadcast from Toronto, 77 from Vancouver, 17 from Montreal, 58 from Winnipeg, and 31 from Halifax— a total of 320. Ninety per cent of these were by Canadian writers. Most were original plays; some were adaptations.

The period under review included the last 11 broadcasts in the *Stage 47* series, and the first 27 plays of *Stage 48*, broadcast from Toronto on Sunday nights under the direction of Andrew Allan, CBC Supervisor of Drama, and with original music composed and conducted by Lucio Agostini. These were one-hour programs, presenting both new plays and adaptations by Canadian writers. The *Stage* series was cited by judges at the 17th American Institute for Education by Radio for "courageous and adult radio dramas on serious themes, and the high quality of writing, acting and production".

A large number of drama broadcasts from Toronto have been under the direction of Esse W. Ljungh, among them the summer series *It's a Legend*, and the weekly serial of Canadian family life, *Alan and Me*.

For the Dominion network, Mr. Ljungh produced the first eight episodes of Jules Verne's adventure novel *Michael Strogoff*, *Courier of the Czar*. Mr. Allan directed a serial presentation of another Verne novel, *Around the World in Eighty Days*.

From Montreal, Rupert Caplan has produced plays in two series called *Popular Playhouse* and *Great Tales of Imagination*.

Under the direction of Douglas Nixon, several series originated in Vancouver. Program titles indicate the wide variety of interest and talent employed: *Vancouver Theatre*, *Mystery Series*, *Request Performance*, *Grandstand Seat*, *Comedy Theatre*, and *The New Arabian Nights*.

Regular weekly drama broadcasts from Winnipeg were under the direction of Archie MacCorkindale. Late in the year he began a series under the



*The Sunday Night "Stage" series of outstanding plays has won international recognition.*

title *Prairie Showcase*, designed to feature and encourage writers in the Prairie provinces.

In Halifax, drama production was initiated by Stephen Ker Appleby, who has trained a group of radio actors and produced a series of dramas for the Maritime network under the title *Halifax Dramatic Workshop*.

The French network has also carried an extensive series of drama broadcasts. After the regular one-hour drama period, *Radio-Théâtre*, had been maintained for twenty-six weeks, it was taken over by a sponsor. The lives of such outstanding figures as Mirabeau, Victor Hugo, Talleyrand and Pierre le Grand were dramatized in another series known as *Les Coulisses de l'Histoire* which underlined their contributions to arts and letters.

Experimental radio drama was carried on for some weeks in the series *Studio G-7*, and *Les Voix du Pays*, broadcast for nine months, was used as a vehicle for the works of young authors.

In the field of poetic drama, *Suite Marine* was an outstanding series. This dramatization of an eight-thousand verse poem by Robert Choquette, French Canada's most distinguished poet, was read by Jacques Auger. The broadcasts were first performances—for the work had not yet been published.

## SCHOOL BROADCASTS . . .

*. . . radio becomes the fourth "R" in the classroom*

Radio today is playing an increasingly important part in formal education.

The CBC co-operates with all nine provincial departments of education in broadcasting programs related to their courses of study. The department meet the cost of the script-writing, and pay the actors and musicians concerned, while the CBC contributes production skill, studio facilities, air time and network lines. In addition to this, the CBC presents and pays for a series of weekly *National School Broadcasts*, prepared with the advice of the National

Advisory Council on School Broadcasting, which represents departments of education, teachers, universities, trustees, and Home and School organizations.

In the past year the CBC presented twenty-seven *National School Broadcasts*, heard over a network of forty-eight Canadian stations. Six of these half-hour programs were devoted to a virtually complete performance of Shakespeare's *Hamlet*, with introductory comments by Dr. G. B. Harrison of Queen's University, for the benefit of high-school students studying English. Clearness of diction and voice contrast were all-important, and before selecting the cast the CBC auditioned sixty of the leading actors and actresses in Toronto. Music was written especially for the performance. The result of months of preparation was a performance of exceptional merit, soon to be repeated in slightly shortened form as a CBC Wednesday Night program.

The other twenty-one *National School Broadcasts* began with a ten-minute summary of current affairs, prepared specially for students by the CBC Central Newsroom. This was followed by a twenty-minute dramatization—five programs of Indian and French-Canadian folk-tales, for Grades 3-6; five programs for Grades 5-9 on the history of Canada's northern and western regions, and the role played by the Hudson's Bay Company; four actuality broadcasts giving sound pictures of a Prairie wheat farm, a plywood factory in British Columbia, shipyards in Halifax, and gold mining in Ontario, for Grades 6-10; four programs on the life and works of four Canadian poets, for Grades 7-10, in which E. J. Pratt, the late Duncan Campbell Scott, and Audrey Alexandra Brown appeared personally; and a series of three broadcasts for Grades 7-11, titled *A Visit to Parliament Hill*, designed to increase understanding of free political institutions in a democracy.

Through the courtesy of the Hudson's Bay Company, the CBC was able to distribute free to classrooms nearly five thousand pictorial wall maps in five colors, illustrating the trading posts and territories of the Company, in connection with the historical series for Grades 5-9. The number of maps distributed indicates that ten per cent of all elementary public schools in Canada—a classroom audience of perhaps one hundred and fifty thousand pupils—was making use of this series of broadcasts.

#### **International Co-operation**

At the request of the departments of education concerned, two of the five courses offered by the CBS *American School of the Air* were broadcast for schools in Ontario, Quebec and the Maritimes. These were *Tales of Adventure*, and *The March of Science*. In return, the CBC contributed five programs to the *American School of the Air*, which were heard under the title "Canada Week" and were carried on the CBS network in the United States as well as in Canada. These programs, which served to make Canada better-known to American students, dealt with democratic procedure in Canada's political system; the discovery and application of diphtheria anti-toxin in the Connaught Laboratories at the University of Toronto; a dramatization of Thomas Raddall's novel *Roger Sudden*; a program of contemporary Canadian music; and a discussion of Canada's population and immigration problems.

To further this international co-operation, steps have been taken to work out a plan for a series of broadcasts to be exchanged between the CBC and a group of educational radio systems in the United States. Although diffi-



culties have been encountered in securing from the United States scripts which, in the judgment of both American and Canadian educators, were of the same high standard as those prepared on the Canadian side, it is hoped to correct this situation during 1948 with the assistance of the Canada-United States Committee on Education.

A complete listing of school broadcasts in Canada for the 1947-48 season is contained in *Young Canada Listens*, a forty-eight page manual issued each year. Forty thousand copies were distributed free to teachers and education authorities in Canada. Provincial departments of education distributed manuals of their own, giving more detailed information about provincial programs.

### **Radio-Collège**

On the French network, *Radio-Collège*, in its seventh season, adopted the culture of the 18th century as a general theme for seven of its fifteen different series.

Literary readings on the lives and works of great painters, architects and sculptors of the period produced a graphic picture of the arts. Great music of the period, played by a string ensemble between readings, was an effective illustration of the relation between the arts and music of that era. The biographies of French authors from Regnard to André Chénier were dramatized in another series, in which forty speakers took part in panel discussions dealing with the thoughts and writings of the economists, politicians, scientists, encyclopedists and philosophers of the 18th century. Music appreciation programs included brief lectures on composers from Corelli to Beethoven; and half-hour sketches in the history series showed aspects of Canadian life two centuries ago.

Apart from these period pieces, *Radio-Collège* included ten-minute dialogues on plants and animals, prepared by specialists of the Botanical Institute of the University of Montreal, and the Zoological Society of Quebec. Two broadcasts each week took listeners through a study of the Bible, the world in which Christ lived, and the history of Jerusalem.

The Listeners' Club of *Radio-Collège*, which presented its two thousandth broadcast in November, 1947, had its own series devoted to a discussion of problems connected with education by radio.

## **PROGRAMS FOR CHILDREN . . .**

### **. . . an important part of public-service broadcasting**

A worthwhile bridge has been created between early childhood and school by an important experiment begun in October, 1947, by co-operation between the CBC School Broadcast Department and the Toronto Junior League.

A period of fifteen minutes daily, five days a week, was allocated on the mid-east section of the Trans-Canada network to a kindergarten-type program designed to give children of pre-school age preliminary training in their homes. In this way the new *Kindergarten of the Air* came into being.

The program was planned with the assistance of experts in kindergarten and child-care work, some of whom had the benefit of previous experience



From Montreal, Alan Mills holds youngsters entranced with his folk songs and ballads.



in establishing the successful Kindergarten program of the Australian Broadcasting Commission. *Kindergarten of the Air* consists of songs, stories, rhythmic movements and related activities appealing to the small child, and is conducted by Dorothy Jane Goulding, an experienced kindergarten teacher.

Widely publicized by the Junior League, the Canadian Federation of Home and School and the Women's Institutes, *Kindergarten of the Air* rapidly achieved remarkable and widespread popularity among parents, teachers and children. During the experimental period, the cost was shared by the CBC and the Junior League, but after four months the CBC assumed complete responsibility for the program, and has since extended it on a permanent basis to the Trans-Canada network as a whole.

While most other CBC programs for children are designed purely as entertainment, an effort is made to see that the entertainment carries with it the best sort of education.

Regular periods for children have been established in the after-school hours throughout the week and on Saturday mornings, and programmed with fairy stories, adventure and nature stories, original scripts and some of the classics, worked into a balanced schedule. There has been not only a heavy mail response from the children themselves, but many letters of commendation have been received from groups interested in child welfare. International recognition came in the form of a first award from the 17th Institute for Education by Radio, meeting at Columbus, Ohio, for the "over-all excellence" of CBC programs for children. Particular mention was made of *Adventures in Magic*, broadcast from Vancouver, and *Cuckoo Clock House*, a fantasy series originating in Toronto. These were cited for "refreshing sincerity and naturalness. . . proving that children's programs can be vividly entertaining without being sensational; informative without being dull."

The Mary Grannan stories have continued to lead the field in popularity among the youngest listeners, as evidenced by the reaction to the offer of a small brochure illustrating *The Adventures of Maggie Muggins*. There were more than 4,500 requests.

Such programs as *Music Makers*, *Melodies for Juniors*, *Calling All Children*, *Calypto Songs for Children* and *Folk Songs for Young Folks* were designed to interest children in various forms of music. Young talent was given an opportunity to appear before the microphone in the series *Microphone Moppets* and *A Doorway in Fairyland*. Adding variety to the schedule were *Sleepytime Story Teller*, originating from CKNB, Campbellton, and such CBC programs as *Timothy and the Rabbits* and *Land of Supposing*, from Toronto; *Story Time*, from Vancouver; and *Life in the Open*, *Shady Bay Stories*, *Three Mile Bend* and *Adventures in Nature*, from Winnipeg.

Another successful program for young listeners was *Sounds Fun*, broadcast on CBL, Toronto, with the co-operation of the Junior League, which received 1700 requests for a one-page newspaper produced in connection with the broadcast.

Programs for children in French Canada included *Le Coin des Jeunes*, a weekly entertainment and information feature, and *Yvan l'Intrépide*, a daily serial.

## FARM BROADCASTS . . .

. . . *the voice of rural Canada*

Through the CBC Farm Broadcast Department, Canadian farmers receive one of the most comprehensive services of its kind in the world. Regularly scheduled programs include five regional noon-time farm broadcasts, heard five days a week; *National Farm Radio Forum*; *Le Choc des Idées*; and *Summer Fallow*. The Farm Broadcast Department also produces five regional gardening broadcasts, once a week, for the market gardener and the city man whose farm is his backyard; and the *Maritime Fishermen's Broadcast*, which has been of material assistance to East Coast fishermen.

Little change has been made in this highly successful program structure throughout the year, although programs themselves are under constant adjustment to meet changing conditions, and to further the Department's policy of keeping Canadian farmers and fishermen up to date with the latest information about their industries.

### **Regional Farm Broadcasts**

These half-hour programs are designed to meet regional needs for weather-report services, market prices, production information and agricultural news. They are heard in each region in the noon-hour—the only daytime period in which the majority of farmers may be reached effectively. A regional farm broadcast commentator familiar with the special problems of his area is in charge of each broadcast, with an assistant commentator in two of the regions.

Evidence of the continuing popularity of these programs among rural listeners, is found in the more than twelve thousand letters received in connection with the four English-language farm broadcasts, apart from three thousand letters directed to other regional programs administered by the farm commentators. The noon-hour broadcast on the French network—*Le Réveil Rural*—has had a similar reception.

*CBC Farm Commentators  
aren't arm-chair experts—  
they go after their infor-  
mation.*



From time to time the regional commentators invite practical farmers and technical agricultural experts to appear on the air in short talks or interviews, to give farmers special information on some particular aspect of their work. During the year more than five hundred people appeared on the regional broadcasts.

It has been found impossible to meet all requests to have the regional farm broadcasts originate at important agricultural events, but the Farm Department was able to arrange these "outside broadcasts" on twenty-four occasions during the year. Among the fairs visited were the Canadian National Exhibition, the Pacific National Exhibition, the Royal Winter Fair and the Maritime Winter Fair.

CBC farm commentators frequently accepted invitations to address meetings of both practical farmers and technical agriculturalists. Many of the staff are active members of agricultural and professional organizations, such as the Agricultural Institute of Canada, and the Canadian Seed Growers' Association. One of the regional commentators was the co-winner of an essay contest open to both technical experts and laymen, on the utilization of grass-land. Articles by commentators, and interviews and talks broadcast on the noon-time programs, have appeared in a number of Canadian magazines including several with national circulation, such as *The Poultry Review* and *The Family Herald and Weekly Star*.

#### ***National Farm Radio Forum***

*National Farm Radio Forum*—the first national listening-group project in Canada, and still one of the largest and most comprehensive any place in the world—completed its eighth season on the air. Another increase in the number of registered Forum listening-groups raised the total to more than thirteen hundred, with a membership of more than twenty-one thousand.

Every Monday night during the Farm Forum season, from November to the end of March, these members of Canada's rural population gathered together, all across Canada, to discuss and analyze the topics forming the basis of the weekly broadcasts. The subjects were many and varied: how to



make farming as attractive to young people as jobs in the city; what part the farm wife should play in the farm enterprise; opportunities in farm organizations; new developments in rural health schemes; whether or not there is a need for a national marketing act; the efficient use of farm income; better soil management, and so on. A brief summary of Forum opinion on these and other topics was given every fourth week by the national secretary of Farm Radio Forum.

Farm people from at least two and usually three provinces took part in each discussion program, so that a balanced expression of regional opinion would be obtained. One program, dealing with the controversial question of margarine, was presented before an audience at the annual convention of the Canadian Federation of Agriculture at Brockville, with James Sinclair and Russell Love representing opposing views on the question.

As in previous years, *National Farm Radio Forum* was produced by the CBC in co-operation with the Canadian Federation of Agriculture, and the Canadian Association for Adult Education. *Le Choc des Idées* is the French network counterpart of *Farm Forum*.

### ***Summer Fallow***

During the thirty weeks when *Farm Forum* is off the air, a series known as *Summer Fallow* takes its place. This is a popular blend of entertainment and information—dramatized programs intended to interpret rural life to the general public, and to tell farmers about conditions in their industry in other sections of the country.

### ***Gardening Broadcasts***

Weekly gardening broadcasts in the five regions entered their fourth year with their popularity undiminished. Amateur gardeners find in these broadcasts timely, clear, and concise information on all the many tasks in the home garden, given by experts. In response to many requests, a *Gardener's Handbook* was published by the CBC in the Ontario-Quebec region, and offered at twenty-five cents a copy to cover printing and mailing costs. More than eight thousand copies have been distributed. Requests for the publication of handbooks applicable to other regions are coming from listeners who find the information so valuable that they wish to have it in permanent form.

### ***Fishermen's Broadcast***

Through this outstanding service program, fishermen in the Maritime region are given, five days a week, the latest marine weather forecasts, market reports, bait and ice reports, vessel landings and arrivals, emergency announcements concerning missing boats, hazards to navigation and a multitude of other details vital to their occupation. This broadcast is supplemented by special marine weather forecasts given twice daily.

### ***Special Features***

During the year the program *Clearing up the Weather* was inaugurated, providing fifteen minutes of light and entertaining information about weather forecasting and giving the weather picture across the country during the week.

Listeners were invited to send in questions, and "the weatherman" answered a wide variety of them, clearing up many misconceptions about weather forecasts and weather conditions.

The Farm Broadcast Department continued to act as liaison between the CBC and the Dominion Public Weather Office, and steady progress was made in improving weather broadcast service. The CBC now provides the most comprehensive weather forecast service available to the general public.

## DOCUMENTARIES . . .

### . . . the dramatization of history and current affairs

One of the year's most effective documentary features was *Men at Work*, an eleven-week series prepared by the Canadian playwright Len Peterson and produced by the Feature Broadcasts Department. To obtain material for this cross-section view of Canada at work, Mr. Peterson spent six months studying eleven different industries and trades in as many parts of the Dominion. *Men at Work* was an intimate glimpse of men on the job—teachers, factory workers, ranchers, nurses, miners, farmers, fishermen, and clerks.

A dramatization of a timely problem was presented in *The Patient and the Visitor*, a special broadcast intended to promote a better understanding of the national problem of amputee veterans. The script was based on the experience of one such veteran, lending an authenticity and significance to the broadcast which drew a first award at the 17th Institute for Education by Radio.

To mark National Defence Day, the Features Department produced *The Bend in the Road*—a glance backward at the way we had come since V-E Day, and a look ahead into the future. *Monument to the Future* was a documentary marking the anniversary of V-E Day.

In addition to broadcasts intended to mark occasions of more than ordinary significance in our national life, the Features Department, as a production unit, continued to serve other departments of the CBC in the presentation of "special occasion features".

## ENCOURAGING NEW TALENT . . .

### . . . CBC gives younger artists a chance to be heard

It is obvious that if professional radio artists are to remain in Canada, it must be possible for them to earn a living. Therefore they must have fairly steady work. However, this does not mean that the field of radio is closed to newcomers, for the CBC does much to encourage talent of all kinds. Many new actors and actresses are tried out each year in the CBC's numerous drama broadcasts, and many with proven talent get into the circle of regular performers quickly. Drama broadcasts and short story programs provide definite



outlets and encouragement for new writers. Composers receive recognition not only through the performance of their work on the networks, but, from time to time, through the commissioning of new compositions by the Corporation.

CBC audition boards meet periodically to review the performance of potential artists. In Toronto, for example, 165 dramatic, vocal and instrumental artists were auditioned during the year. Thirty-eight were found to be ready for work; 54 were asked to return for another audition, after further study. More than 200 applicants were auditioned in Vancouver, and 100 were found ready for work; 55 were asked to return. Similar auditions are held throughout the year at all the main CBC production points.

Every effort is made to introduce promising artists to the radio audience, and to encourage the growth of musical organizations in large centres where, because of the lack of established orchestras, it is difficult to produce programs of a high standard. In the production of regular programs from Winnipeg, CBC producers have given special attention to the development of new talent in the string, woodwind and other sections of the orchestra. Professional performers in the oboe, flute, clarinet, bassoon and French horn sections have established themselves permanently in Winnipeg by virtue of the opportunities provided by CBC activities. While this was done primarily for the benefit of the radio audience, its importance in the building of a nucleus of talent for a Winnipeg Symphony orchestra will be obvious. The development of a civic orchestra in Winnipeg is in the hands of a committee of public-spirited citizens, and this year has become a nearer and alluring prospect.

In music, apart from regular performances, twenty new recitalists were introduced from Winnipeg to the radio audience. These artists were drawn from Regina, Moose Jaw, Saskatoon, Edmonton and Calgary, in addition to Winnipeg. An important development in the writing field was a series of drama broadcasts devoted exclusively to work by Prairie writers. Fifteen of these new plays have been produced so far. The origin of the scripts is indicative of the widespread interest in radio writing, for plays were sent in from Aetna, Alberta; Neilburg, and North Battleford, Saskatchewan; and Dauphin, Carman, and Rivers, Manitoba, in addition to those sent in from Winnipeg, Edmonton and Saskatoon.

### ***Opportunity Knocks***

A major effort in the development of talent of all kinds has been broadcast from Toronto on the CBC Dominion network under the title *Opportunity Knocks*. This audience-participation show, in which the audience votes for its favorite artist on each program, displays the talents of artists who have never been heard on a network before. Winners of the various series of *Opportunity Knocks* are given cash awards, a network program of their own, and, as an added award, a screen test at a Canadian motion picture studio.

During the year *Opportunity Knocks* completed three thirteen-week series. More than 800 artists were auditioned, and 160 were used. The majority were singers, although the series also presented instrumentalists, comedians, ventriloquists, and impersonators. Thirty would-be announcers also competed before the microphone.

## DEVOTIONAL PROGRAMS . . .

. . . radio carries religious services into the home

The CBC gave wide representation to all major religious denominations in Canada. Ministers from every province were invited by the National Religious Advisory Council to conduct the two network half hours *Church of the Air* and *Religious Period*. The Rural Sunday broadcast from the United Church, Annan, Ontario, was well received. The Easter series by the Jesuit Fathers from Toronto and the short series from Edmonton on the subject of *The Good News* were widely listened to. These broadcasts were carried by some thirty-three stations.

Dramatized Bible stories called *The Way of the Spirit*, under the guidance of Canon J. E. Ward, received a great response from not only listeners but from the clergy and their associates. Thirty-five thousand copies of the schedules of the plays were distributed to interested churches. Many requests were received from Sunday School superintendents for recordings of the dramatizations for use in the schools. It is hoped some plan may be worked out in co-operation with all churches so that this fine series may be made available for teaching. *The Way of the Spirit* was given a first award by the 17th Institute for Education by Radio for "the telling of Bible stories with simplicity and reverence".

Regular Sunday morning church services were broadcast from Montreal and Toronto. *Morning Devotions* was again scheduled in all regions with the speakers provided by the local ministerial association. A new series, *Prelude to Worship*, was broadcast on CJBC in co-operation with Toronto public schools and the Upper Canada Bible Society, to interest young people in the reading of the Bible.

The CBC again broadcast outstanding religious events, among them the address of the Primate of the Church of England in Canada from St. John's Cathedral in Saskatoon; actuality reports from the Marian Congress, Ottawa; the commentary from the Presbyterian General Assembly at Calgary; the Baptist Convention from Wolfville; and a Day of Atonement broadcast by Rabbi Washer.

The Christmas Eve network service was conducted by the Reverend John Frank of Holy Trinity, Toronto and the Christmas Day schedule included the service from St. Matthew's Church, Timmins, conducted by the Right Reverend R. J. Renison, Bishop of Algoma. *Holy Week Meditations* were broadcast from Toronto. The speaker was the Reverend Dr. Derwyn Owen, with the Reverend F. H. Cosgrave conducting the Good Friday broadcast.

The French network has regularly broadcast a High Mass on the first Sunday of each month during the fall and winter, bringing these services from various points throughout Quebec. Daily devotional talks are heard the year round. Religious forums are broadcast weekly; and listeners also hear the monthly pilgrimage of the sick to St. Joseph's Oratory. During the season the French network also broadcast a three-day retreat for shut-ins. Midnight Mass on Christmas Eve was broadcast from the Grand Seminary in Montreal.

## INTERNATIONAL EXCHANGE . . .

### . . . co-operation among national broadcasting agencies

Broadcasts from other networks in the world help to add variety and color to CBC schedules, and vice versa for many Canadian programs are sent abroad. This exchange of programs has been carried on in the past year not only with the American networks and individual stations, but with the BBC, *Radio-Diffusion Française*, the Australian Broadcasting Commission, the South African Broadcasting Corporation, Bahamas Broadcasting, *Radio Nacional de Espana*, Radio Italy, and the Swiss Broadcasting Corporation.

Broadcasters in the United States have co-operated in making originations for the CBC on special occasions, and in turn the full facilities of the CBC have been made available to American stations for program series or special broadcasts originating in Canada. There are indications that American listeners are keenly interested in Canadian programs, and the Corporation is trying to arrange a balance between programs received from, and sent to, American networks and stations.

CBC programs featuring the Toronto, Vancouver and Montreal symphony orchestras, the Leslie Bell Singers, and popular dance orchestras have been well received in the United States. Stations WNEW, WQXR, and WNYC in New York have broadcast several of the CBC Wednesday Night programs. As a special contribution to WNYC's annual festival of American music, the CBC broadcast a program of Canadian music.

Among the one-occasion broadcasts asked for by American networks were *The Case Against Cancer*, for CBS; the address by President Truman to a joint session of the Canadian Senate and House of Commons, broadcast by all American networks; a statement by Prime Minister Mackenzie King on the anniversary of V-J Day; and a Vancouver origination of the program *Town Meeting of the Air*.

## INSTITUTIONAL BROADCASTS . . .

### . . . a helping hand for service organizations and community efforts

In the past year the CBC made its facilities available to more than three hundred Canadian organizations. It is estimated that the time donated to publicize the work of these organizations, and on behalf of appeals for funds and other assistance, would be in excess of a quarter of a million dollars at commercial rates. This does not include the normal schedule of public service broadcasts, nor does it include the value of time donated by independent stations in carrying these institutional broadcasts from CBC networks.

CBC co-operation in furthering these causes ranged from mention on programs to full radio campaigns for some fifty organizations. The most noteworthy campaign was that on behalf of the Canadian Appeal for Children. Appeals were made on more than one hundred and fifty non-commercial broadcasts, and all commercially-sponsored programs co-operated as well. CBC Reporter John Fisher was loaned to the Canadian Appeal for Children, and



made an extensive trip through Europe to send back on-the-spot reports of post-war conditions. These talks, and the documentary broadcast *Peace Comes Slowly*, prepared by the Feature Broadcasts Department, were outstanding programs in the campaign. The effort was duplicated on the French network. The United Nations Appeal for Children has since advised that this was the most successful campaign held in any country.

A campaign on behalf of the Canadian Red Cross Society was handled in much the same way; and in addition the services of a CBC producer and the use of studio facilities were given to the Red Cross for the preparation of eight half-hour dramatic shows. With the help of this campaign the Red Cross objective was over-subscribed.

The prize-winning play *The Case Against Cancer* was broadcast on behalf of the Canadian Cancer Society; and *The End of Devil's Island*, also produced by the Features Department, was part of the CBC's contribution to the Red Shield Appeal of the Salvation Army.

### ***The Voice of the Northland***

From November to March, the CBC again broadcast personal messages to residents of the Arctic and remote points not served by regular communication, in *The Northern Messenger*. In an effort to provide better service this year, CBC engineers reversed the South American beams of the International Service during these broadcasts, to obtain better coverage in the North. The results will not be known until a survey can be made.

## **BROADCAST LANGUAGE**

As part of the continuing work of supervising and instructing announcers, the Supervisor of Broadcast Language visited all main production centres, and gave individual coaching and advice to the announcers on regional and national networks. This personal contact is supplemented by the periodical study and criticism of discs recorded while announcers are on the air. As usual, directives on pronunciation or usage have been issued and circulated to those concerned.

Auditions of applicants for announcing positions are conducted regularly in all regions; and apart from regular applications, many people have been auditioned who were desirous of advice or guidance.

Small classes, composed of selected candidates from the clerical and administrative staff, have been given instruction in speech and announcing. Two students from these classes have received appointments as junior or apprentice announcers. It is hoped to extend this kind of work.

The Supervisor has contributed to the staff magazine, RADIO, a regular column on English usage and pronunciation and this has attracted a good deal of attention both inside and outside the Corporation staff.

## **TRAFFIC**

What was undoubtedly the most complete and extensive coverage so far afforded any broadcasts in Canada was achieved in this year for the Royal Wedding broadcast of November 20th and the Empire broadcast of December

25th. Of the 121 stations operating under commercial licence as of November 20th, 117 received the Royal Wedding broadcast from the CBC network and of the 122 in operation on December 25th, 119 received the Empire broadcast. In addition to these were the CBC's 13 low power relay stations and the FM stations at Montreal, Toronto and Vancouver. A number of shortwave stations in various parts of Canada also carried the same broadcasts.

Four new stations were added to CBC networks during the year. The Trans-Canada network was augmented by the addition of CHOK, Sarnia, in April 1947; the Dominion network by CHNO, Sudbury, in June 1947 and CHAT, Medicine Hat, in March 1948. CJFP, Rivière du Loup, was added to the French network in April 1947.

In only one instance the addition of the Sarnia service was any new network mileage involved. Network operations otherwise have remained practically constant throughout the period as to the amount and extent of facilities employed and the number of hours of operation.

The wireline service contract which expired October 1st, 1947, was renewed for another two years without any alteration as to tariff or other general terms.

Progress and improvement continue to be made in network performance. This is apparent in the quality of reproduction, and also in a reduction in the number of faults and failures occurring in the course of program production and network operation.



*Last-minute consultation between producer and cast of "Un Homme et son Pêché", one of French Canada's favorite programs.*



## COMMERCIAL PROGRAMS

During the year there was a slight increase in the number of sponsored programs scheduled on the Trans-Canada, Dominion and French networks. About 18 per cent of total network broadcast time was occupied by commercial programs. Continued shortages in certain lines of consumer goods did not lessen the requests for network time by advertisers and their agencies. Because of the limited number of the most desirable network periods available for sponsored programs, some business could not be accepted. This condition applied in greater degree to so-called spot programs on the Corporation's own stations. Time available for such spot business was extremely limited because of network operations. Spot announcements of a public service type only were scheduled on CBC stations, with the exception of CBJ Chicoutimi, which as in previous years also carried regular commercial spot announcements.

While many network programs were of American origin, approximately 54 per cent of all sponsored network programs originated in Canada. Most came from the main production centres of Toronto and Montreal, although some originated at Winnipeg and Vancouver.

Careful scrutiny was given to the production standards of sponsored programs and, where necessary, co-operation was extended to sponsors and agencies to ensure a satisfactory level in quality of production. Scripts were carefully reviewed in terms of good taste and in the light of the Corporation's commercial acceptance policy.

### *Trans-Canada Network*

The Trans-Canada network was composed of twenty-four basic and nine supplementary stations, the latter group being optional to sponsors. Eight of the basic stations are owned by the CBC and sixteen are privately owned.

Canadian originations again made up a high percentage of the sponsored shows on this network. *The Happy Gang*, an all-Canadian daytime favorite,

widened its audience by being carried on the Mutual network in the United States. *Singalong*, with a featured vocalist, was introduced to afternoon listeners two days a week. Claire Wallace's popular commentary *They Tell Me* continued on a three-day per week basis, covering subjects of particular interest to women. Two broadcasts originated in London when Miss Wallace attended the wedding of Princess Elizabeth. *What's Your Beef?*, a new and popular fifteen-minute unrehearsed opinion broadcast, was heard coast to coast each morning Monday through Friday. *Laura Limited*, fifteen minutes of story and fashions, was heard each morning from Montreal.

Among the daytime American shows were the popular *Breakfast Club* from Chicago, and the fifteen-minute daytime serial programs including *Road of Life*, *Big Sister*, *Lucy Linton*, *Right to Happiness*, *Ma Perkins*, *Pepper Young's Family* and *Life Can be Beautiful*.

Among the shows scheduled during evening hours was the all-Canadian program *Singing Stars of Tomorrow*, designed to bring to the microphone promising young vocalists from all parts of Canada. As usual the winners in this series were awarded valuable scholarships.

Other programs included the entertaining musical variety show *Canadian Cavalcade*, embodying five-minute interviews with well-known personalities.

A major contribution to the musical enjoyment of listeners was the sponsored portion of the *Toronto Symphony Pop Concerts*, under leading Canadian conductors. *The Northern Electric Hour*, which received the La Flèche Trophy on two occasions, continued to feature all-Canadian talent. Each program paid tribute to Canadian accomplishments in a dramatic narrative called *Forward with Canada*. The *John and Judy* dramatic series and the *Wayne and Shuster* comedy show from Toronto are both Canadian programs which enjoyed great popularity.

Saturday night provided the *Wes McKnight NHL Hockey Interviews*, the quiz program *Share the Wealth*, and the regular *NHL Hockey Broadcasts*. All these originated in Toronto.

Among the night-time programs scheduled from the American network were *Edgar Bergen and Charlie McCarthy* on Sunday evening, *Lux Radio Theatre* on Monday night, *Amos 'n' Andy* and *Fibber McGee and Molly* on Tuesday, *Kraft Music Hall* featuring Al Jolson, on Thursday, and *Waltz Time* on Friday evening.

### **Dominion Network**

The Dominion network, composed of thirty basic and thirteen supplementary stations, was operated mainly during evening hours. The key station of the network is the CBC station CIBC Toronto, the rest being private stations. It is anticipated that operations will be extended next season to take care of regular daytime sponsored programs. The slight overall increase in commercial network business was due almost exclusively to the additional sponsored shows scheduled on this network.

Among the new programs carried on the Dominion network were *C.I.L. Serenade*, a musical variety program originating in Montreal; *Flicks and Flashes*, a commentary on the movie world from Vancouver; the *Ford Theatre* program from NBC; and from CBS the musical program *The Pause The Refreshes on the Air*, featuring Canadian conductor Percy Faith; the humorous family show *Meet Corliss Archer*; and *Club 15* heard Monday through Friday.

starring Bob Crosby. Other popular features included the dramatic half-hour *Curtain Time*, the *Light up and Listen* musical program and the *Treasure Trail* quiz. In addition the following programs were scheduled from American networks: the *Contented Hour* on Monday evening, the *Bob Hope* comedy show Tuesday, *Dennis Day* and *Texaco Star Theatre* Wednesday, *Dick Haymes* Thursday and *Ozzie and Harriet* Friday; also, the regular fight broadcasts scheduled from Madison Square Garden, Friday evening. A dramatic detective-series based on Dashiell Hammett's *The Fat Man* entertained listeners of the mid-eastern network. *Twenty Questions*, the well-known animal, mineral or vegetable parlor-type-game program, continued to hold a large Saturday evening audience.

From Vancouver two other network programs originated. *Burns Chuckwagon*, distinctly Western in type, originated in many Prairie cities with great success. The *Vancouver Symphony Pop Concerts* were scheduled to the Pacific region.

### French Network

This network is composed of three basic CBC stations—CBF, Montreal, CBV, Quebec, and CBJ, Chicoutimi, and ten supplementary stations.

In the field of sponsored programs the majority of the popular features were retained. Many of them have been heard regularly over this network for the past eight or nine years, bringing to the Quebec listeners a wide variety of entertainment. The perennial *Un Homme et Son Pêché*, broadcast every week-night over all basic and supplementary stations of the network, continued to maintain and, indeed, enlarge its popularity.

Other daily fifteen-minute serial programs, including *Rue Principale*, *Courrier-Confidences* and *Métropole*, all maintained their positions of popularity with the listeners. Also the humorous skits as heard in *Quelles Nouvelles* and the serial dramas *Ceux qu'on Aime*, *Le Moulin de la Chanson* and *Grande Sœur* continued to be popular. The latter two began eight years ago. *Jeunesse Dorée* has been heard five days a week for the last seven years. *Vers le Soleil avec Tante Lucie*, *Les Joyeux Troubadours* and *Le Quart d'Heure de Détente* are in their seventh year.

The majority of French programs originated from the CBC Montreal studios. Few sponsored programs were scheduled on the French network that were not composed entirely of Canadian artists. The very few exceptions were musical programs considered suitable and acceptable to the large French listening audience. In such cases, French commentators were used. An example is the *Metropolitan Opera Broadcasts* heard each Saturday afternoon during the opera season with a French musical quiz and interesting discussion by musical experts. Others are *The Album of Familiar Music*, heard Sunday evening from NBC, New York, and *Waltz Time* on Friday. From Toronto the French network carried *The Northern Electric Hour* and the *Toronto Symphony Pop Concerts* with independent pickups direct to the French network and featuring French commentators and announcers.

In the realm of sport the *NHL Hockey Broadcasts* were scheduled on the network from the Montreal Forum, and *NHL Interviews* were also featured each Sunday evening.



Other programs regularly heard were *Radio-Carabin*, a variety program, and *Les Talents de Chez Nous*, an amateur program. A popular quiz, *Qui Suis-je ?*, and *Connaissez-Vous la Musique ?*, an amusing musical quiz, contributed wit and humor. *Le Théâtre Ford*, featuring a radio version of French films or a drama written by a French or French-Canadian author was heard on Thursdays. *Radio-Concerts Canadiens* is now completing its third year on the network. It includes a symphony orchestra, a guest star and an interview with a leader in science, industry or another field. *Au Coin du Feu*, a half-hour program devoted to folk songs, dances and chansonnettes, was an addition to the network schedule.

### ***Subsidiary Hookups***

Subsidiary hookups are usually confined to two or more privately-owned stations within each province. Permission was granted for fourteen English and twenty-two French subsidiary hookups over which were heard a variety of sponsored programs. One originated at Hamilton, ten at Toronto, twenty-four at Montreal and one at Fredericton. In addition, authority was granted for several hookups for sponsored sports features such as hockey and football. A series of religious broadcasts originated at London, Ontario, and one political broadcast at Goderich in connection with the Ontario provincial by-election in Huron County.

## **STATION RELATIONS**

The close co-operation between the CBC and private stations has been maintained through CBC representation at annual conferences, and individual station contacts. Network co-operation was improved as a result of a series of regional meetings with member stations and CBC personnel and have been so mutually beneficial that these meetings will be continued at the express desire of the private stations.

Distribution of CBC network programs in the various centres across the Dominion has continued to be an important phase in the work of the Station Relations Division.

Owing to the increase in the number of areas adopting Daylight Saving Time, there was less re-scheduling of programs than in previous years. In other years it has been necessary for a good many of our network programs to be delayed to networks in the Western time zones, which greatly increased our broadcasting activities in terms of network operating hours.

### ***Program Statistics***

Statistical reports are issued on a quarterly and annual basis and are distributed within the Corporation and to broadcasting agencies throughout the world.

For the fiscal year ending March 31st, 1948, 60,714 programs were broadcast taking up 18,234 hours on the Trans-Canada, Dominion and French networks. Of the total hours 82.3 per cent was non-commercial service with the remaining 17.7 per cent being taken up with commercial programs.

The National network, which is a combination of the Trans-Canada, Dominion and French networks, carried .1 per cent of the year's broadcasting hours. The Trans-Canada network carried 65.1 per cent, the Dominion 7.4 per cent and the French network carried the remaining 27.4 per cent. This compares very closely with last year's broadcast activities on the three networks.

Over the past year there has been an increase of 629 hours of non-commercial programs over the 1946-47 figure, a trend which has been shown yearly. Although there has been little change in the overall picture of Dominion network operations, an increase in the hours of commercial programs is evident.

#### ***Origination of Programs***

The Corporation originated 80.1 per cent of all network broadcasting; 2.9 per cent was originated by private stations; and the remaining 17.0 per cent consisted of exchange programs from the BBC and the American networks. There is quite an apparent decrease in the number of hours of exchange programs from the four American networks.

Montreal originated the greatest number of programs, amounting to 4,917 hours of network time; Toronto followed with 2,930 hours, Vancouver 2,418 hours, Halifax 1,766 hours, Winnipeg 1,683 hours and Ottawa 269 hours.

#### ***Exchange Programs***

This year a total of 2,842 hours was carried from the American networks. In comparison to last year, where an increase was shown, 326 hours less were carried from the United States this year. In addition 1,436 programs representing 251 hours were carried from the BBC. There is very little difference in the exchange service from this source. In comparison to last year's figure, the amount of service sent to the United States networks is almost doubled. This year 123 programs representing 60 hours were fed to the American networks with the Mutual Broadcasting System carrying 31 hours. Last year with the exception of one thirty-minute program, the total 37 $\frac{1}{4}$  hours of exchange service fed to the United States was carried by the Mutual Broadcasting System.

#### ***Classification of Programs***

Musical programs accounted for 54.3 per cent of this year's broadcasting hours. This amounted to 9,902 hours classified in the following categories: Light music 4,138 hours; semi-classical 1,795 hours; dance 1,269 hours; variety 1,124 hours; classical 421 hours; symphony 325 hours; opera 271 hours; old-time music 262 hours; band music 188 hours; and sacred music 109 hours. Spoken word programs occupied 8,332 hours and the nature of these programs can be broken down as follows: news 2,370 hours; drama and feature 2,003 hours; talks-informative 1,157 hours; agricultural 888 hours; educational 424 hours; women's 423 hours; religious 366 hours; children's 358 hours; sports 318 hours; and prose and poetry 25 hours.

#### ***French Network Programs***

There were 5,003 hours of non-commercial and commercial broadcasting on the French network exclusively. An additional 696 hours were fed to the French network from either the Trans-Canada or Dominion networks. Musical programs continued to occupy the greater portion of the French network schedule.



### ***Subsidiary Hookups***

A slight increase is indicated in the subsidiary hookups for this period. Six hundred and ninety-five hours representing 17.7 per cent of the total commercial network broadcasting were carried on English and French subsidiary hookups. Musical programs accounted for 49.1 per cent of this time with the remaining 50.9 per cent taken up with spoken word programs.

Subsidiary hookups of English stations accounted for 430 hours. The remaining 265 hours were French subsidiary hookups.

## **BROADCAST REGULATIONS**

As forecast in last year's report and developed on the recommendation of the 1946 Parliamentary Committee, the "Report of Performance" was the main project of the Broadcast Regulations Division during the period under review. Just prior to January 1st, 1948, a questionnaire was circulated to broadcasting stations asking information on the basis of one week's operations, about the amount of time devoted to community activities, talks, discussions, church services, devotional periods, educational and agricultural broadcasts, sports and news. A report of the information received was passed on to the Board of Governors, and considered by the Board with regard to recommendations concerning the renewal of licences.

In administering CBC regulations for broadcasting stations in Canada, the Division issued revised interpretations of some regulations for inclusion in the regulation bulletin folder. It should be noted that the regulations were not amended during this period.

In conformity with the policy outlined in the pamphlet entitled *Political and Controversial Broadcasting*, free time was made available for political broadcasting in the Prince Edward Island provincial election campaign prior to the balloting on December 11th, 1947, after agreement with the parties concerned.

Radio advertising copy for any article, product or treatment for which nutritional, medicinal or health claims are made, or any script or subject relating to public health, must be submitted to this Division for clearance, in advance of broadcast. The Department of National Health and Welfare, on behalf of the Corporation, reviews this material for false, misleading, or deceptive statements and approves all material coming within the purview of the Food and Drugs Act or the Proprietary or Patent Medicine Act. It is recognized that certain subjects are not necessarily suitable for the intimate medium of broadcasting. Since the broadcast message is received in the relatively unguarded atmosphere of the home, reaching old and young alike, the advertising content of sponsored programs is reviewed for good taste with this in mind.

## **PRESS AND INFORMATION SERVICE**

Program stories and schedules were provided on a regular basis to weekly and daily papers and other publications, and to some individual listeners-radio officials and interested groups. This portion of the service is operated on a regional basis. Picture releases in the form of plastic stereos—an exclusive

CBC press feature --continued to receive wide acceptance by weekly editors. The regular information service was supplemented by the provision of matrices, photographs and special news releases as required.

*CBC Program News* was distributed each month, from October to June, to more than 19,000 organizations and individuals interested in advance information about programs of an educational and cultural character. A special insert in this publication, beginning in December, 1947, listed the entire CBC Wednesday Night program a month in advance. This insert was also distributed to a selected list of listeners especially interested in the new programming idea.

A wide variety of other printed matter to publicize CBC programs, both English and French, was issued during the year. Photographs and special articles were prepared and supplied on request to organizations in the United States, Great Britain and Canada.

The microphone was again used to good effect in keeping listeners informed about forthcoming programs. *Sur Nos Ondes*, broadcast five days a week, publicized the main French network programs of the day and provided an opportunity to answer fan mail and interview radio personalities. A similar program, broadcast five days a week, originated from CBR, Vancouver.

Again this year the Press and Information Service supervised the establishment of a CBC exhibit at the Royal Winter Fair in Toronto. Programs broadcast from the booth attracted a great many visitors.



*A typical CBC 50 kw transmitter.*

## TECHNICAL DEVELOPMENT

Considerable new construction was undertaken across Canada during the past year. This included both studio and transmitter installations, most of which were not to come into full operation until the summer of 1948. The major engineering work in connection with these installations was undertaken during the year under review. When these new plants are placed in operation, the value of CBC physical assets will have been increased by nearly \$2,000,000 or by approximately one-half.

Besides the field construction program, the CBC Engineering Division did considerable research and engineering in planning for future expansion and for improvements long delayed as a result of the war, and in such new developments as frequency modulation and television. In this connection, many papers were presented by CBC engineers before engineering groups and other professional societies, outlining some of the work carried on by the Engineering Division.

### STANDARD BROADCASTING

#### *Alberta*

CBX, the 50 kw. station authorized for Lacombe, Alberta, with studios in Edmonton, was advanced in construction during this period to the point where the transmitter and associated equipment were being installed. CBX, which will operate with a directional array, is intended to provide service not only in Edmonton and Calgary, but also to the north and in rural sections not now receiving adequate day and night service from any Canadian station.

### **Manitoba**

The construction of a 50 kw. station at Carman, Manitoba, which began in the summer of 1947, was advanced to the point of transmitter installation. This station is similar in all respects to the one now being built in Lacombe, Alberta, except that no directional array is necessary. The station is intended to operate on the same frequency as CKY and will extend and improve the service formerly given by that transmitter. Studios for this station will be those formerly occupied by the Manitoba Telephone System's station CKY in Winnipeg.

### **Toronto**

Construction of the new 50 kw. station for CJBC was continued during this period and advanced to the point where the new CJBC transmitter to operate on 840 kc. was tested with full power. A feature of this installation is that the transmitter is located in the same building as CBL and both transmitters feed into the same vertical radiator, saving some \$200,000 in initial capital outlay and some \$25,000 per year in operating expenses. This, as far as is known, is the first time in America that two 50 kw. transmitters have been operated into the same radiator.

### **Chicoutimi**

New studios have been completed and are now occupied by the CBC staff at Chicoutimi. A new 10 kw. transmitter with directional array has been constructed during this period and the work has advanced to the point where the transmitter installation is now taking place. The station will commence operating in the summer of 1948, and will improve the Corporation's French network service in the Lake St. John and Saguenay areas.

## **FM BROADCASTING**

### **Toronto**

In Toronto the power of the original CBC FM station was increased to 3 kw. and a new antenna system was installed. At the same time the operation of the station was placed on a regular basis and the call letters changed to CBL-FM. This station now provides excellent service to the whole of the metropolitan area of Toronto.

### **Montreal**

The original CBC experimental FM transmitters in Montreal have been increased in power to 3 kw. each, with call letters CBF-FM and CBM-FM. The FM service in this area has been further improved by the installation of higher gain antennae.

### **Ottawa**

During this period a 250-watt FM transmitter has been installed, with antenna on the roof of the Château Laurier Hotel, using the call letters CBO-FM.

### **Vancouver**

A 1 kw. FM transmitter is now operating in Vancouver with call letters CBR-FM. The antenna is on the roof of the Hotel Vancouver and reports of service have been good.



## **Winnipeg**

An additional FM transmitter has been purchased for installation in Winnipeg early in the summer of 1948.

## **INTERNATIONAL SERVICE**

A 21 mc. array to be used by the International Service for the African and South American services has been completed. The frequency situation has not changed materially, and there is still great difficulty in finding interference-free channels for this service. A high-frequency broadcasting conference held in Atlantic City during August and September 1947, did not reach final conclusions and has been adjourned to meet again in Mexico City on October 2nd, 1948. The Atlantic City meeting did set out the broad standards and methods of planning and it is expected that, among other things, as a result of the Mexico City Conference in the Fall of 1948, channels will not be assigned exclusively to countries in the future, but will be assigned on a pre-arranged basis to best suit the needs of the many countries throughout the world now employing broadcasting for world-wide service.

The excellence of the signal from the CBC's International Service broadcast transmitters at Sackville continues to be reported from abroad, both by BBC and others, and there seems to be little doubt that the signal from Sackville is received with greater strength and clarity in Europe than that from any other station on the North American continent. The service is also very well received in all other countries to which it is directed, according to reports, including South America, South Africa, New Zealand and Australia.

## **TELEVISION**

A representative of the CBC Engineering Division travelled extensively in Europe and in the United States to obtain detailed information on all aspects of television services in other countries.

The Transmission and Development Department has continued studies in high-frequency propagation and other fields which will be directly applicable to the development of television in Canada, and has kept fully informed of the latest technical developments in the art.

## **OPERATIONS**

The past year has been one of expansion for the Operations Department, in view of the new studio and transmitter plants soon to come into service. In addition, the explosion in January in the King's Hall studios in Montreal necessitated the setting up on an emergency basis at a major operating point of complete temporary studios and master control facilities. All of this was undertaken by the Operations Department without loss of program time on the air and this emergency state continued for two months until the service could be re-established in part in the King's Hall Building.

The need for modern studio facilities in a fireproof building in the Montreal area continues to be a major problem, especially insofar as technical operations are concerned. This includes both national and international services.



## BOARD OF GOVERNORS

Under The Canadian Broadcasting Act the Corporation is required to make recommendations to the Licensing Authority on all broadcast applications referred by him to the Board. Following a recommendation of the 1947 Special Committee on Broadcasting, the Board decided to hold public sessions when hearing representations on matters of broadcast licences or regulations within its competence. Its first public session was held in Calgary in September 1947, and three further public meetings were held in Ottawa during the year under review.

Following its policy of encouraging the development of frequency modulation, the Board made recommendations in favor of establishing new privately-owned FM broadcasting stations in various parts of Canada.

Under the full-time chairmanship of A. Davidson Dunton, the Board continued its direction of the Corporation's policies. In April 1947 the Board received notice that B. K. Sandwell, editor of the Toronto publication *Saturday Night*, had resigned as a CBC governor after a three year term of distinguished service to Canadian radio.

## EXECUTIVE

On the invitation of the Department of Transport, the General Manager and Assistant General Manager of the CBC attended the Atlantic City Telecommunications Conferences at different periods. These included three conferences between May and October 1947, with 78 nations participating: the Radio Conference to revise the Radio Regulations of Cairo, 1937; the Plenipotentiary Conference to revise the provisions of the Madrid Convention, 1932; and the High-Frequency Broadcasting Conference to undertake the formulation of a frequency assignment plan for high-frequency broadcast stations. The High-Frequency Broadcasting Conference adopted an interim report to serve as the basis for the continuation of the Conference in Mexico City in the latter part of 1948.

## PERSONNEL AND ADMINISTRATIVE SERVICES

Staff problems including rates of pay, working conditions and hours of work, leave, and staff welfare generally continued to receive careful study and several important changes providing increased benefits were put into effect during the year.

The continued increase in the cost of living necessitated careful consideration of the salary rates which had been determined by the Job and Wage Analysis, and which came into effect in 1945. Owing to the difficulty experienced in recruiting suitably qualified stenographers and other employees in the lower salary ranges, and in order to compete with market rates, an increase in the starting rates was authorized for salary groups 1 to 4, inclusive, effective May 1st, 1947. Following consultation between management and the national executive of Staff Councils during which the councils proposed that a bonus be granted to off-set the increase in the cost of living, management informed staff early in November that a bonus would be authorized effective November

1st, 1947, for the remaining five months in the fiscal year 1947-48 with no further commitment. This bonus was issued in five equal monthly payments and was based on approximately 4.16 per cent of the yearly salary of each employee. This was intended as a temporary measure only.

The importance of an upward adjustment in the salary rate schedule was recognized, and at the same time it was considered essential to preserve the salary pattern that had resulted from the comprehensive survey of salaries in industry and comparable enterprises in 1944-45. After a most careful study of the problem, an increase was authorized in the minimum and maximum rates in each of the eleven salary groups by three steps, or annual increases, to become effective April 1st, 1948. It is expected that the new rates will prove an equitable solution to this important problem and will contribute in a substantial measure to the security of the Corporation's staff as well as attract new recruits of high calibre, especially in the creative field.

For some time representations had been made by CBC staff across Canada through the national executive of Staff Councils to have a five-day week given a trial. It was noted that this trend was taking place in industrial and commercial practice, but as the Corporation is operated on a seven-day week basis it was felt that the five-day week might involve the hiring of additional staff. After due consideration, however, management approved a plan on a trial basis commencing May 1st, 1947, for the summer months whereby the staff would work the same number of hours on a five-day week as on a six-day week. The extra time was made up either by extending the length of shifts for production staff, or by the office staff reporting earlier and having a shorter lunch period. After a trial period of four months, reports received from the various operating locations across Canada indicated that the experiment was successful, work output being maintained, and it was decided to continue on this basis to the end of the fiscal year at which time the plan would be reviewed again.

Another important development during the year was in the method of conducting the medical examination of new employees. It has been the established practice to require all appointees to positions on the permanent establishment to submit satisfactory evidence of good health before the appointments are confirmed. In November, 1936, when the Corporation commenced operations, arrangements were made with the Department of Pensions and National Health whereby that Department conducted the medical examination of new CBC employees. The Department continued to provide this service but early in 1947 advised that it would no longer be possible for the medical staff of the Department to perform this work. The offer was made, however, to review all medical examination reports for the Corporation and to act in an advisory capacity. The Corporation set up its own panels of local medical examiners, which began work February 1st, 1948. The medical examiner's report is submitted on the form prescribed by the Corporation and these reports are forwarded to the Department of National Health and Welfare for review and advice. Although this procedure has been in effect for only two months it has proved satisfactory and will be continued.

The introduction of staff training is receiving careful consideration but no plan has yet been determined. The distribution of staff at locations from Halifax to Vancouver presents difficulties that would not be encountered if there were a concentration of staff in several locations. As a result of the study already made, it would seem that the immediate need is for supervisory

training which would assist supervisors in dealing with staff and administrative problems. The value of such training in industry has been noted and the study is being continued to determine a scheme that would be suitable for the purpose of the Corporation.

Inspections of Corporation offices were carried out by the Director of Personnel and Administrative Services and his assistants. During such inspections local problems are considered and any new directives and procedures are explained.

Four meetings of the editorial board of the staff magazine RADIO were held during the year and were attended by the Director as the representative of management. It is of special interest that the staff magazine received an award in a contest for staff periodicals sponsored by the International Council of Industrial Editors. The award was given "in recognition of exceptional accomplishment in achievement of purpose, excellence of editorial content, and effectiveness of design".

A meeting of the Pension Committee was held in Ottawa on January 27th, 1948, to review developments in the operation of the pension plan. It was recommended that an actuary be appointed to review the plan in order to determine the financial status at April 1st, 1948.

Experience under the group insurance plan proved favorable again in 1946 to the extent that in 1947 a refund equal to the premium for four months was made to each contributor. It is expected that as a result of negotiations with the insurance companies increased benefits can be provided commencing with the next policy year. The plan is compulsory for all permanent employees, and on June 1st, 1947, the coverage amounted to \$2,507,500.00 for 933 employees. During 1947-48, three claims were paid amounting to \$7,000.00.

In order to facilitate the operation of group hospital and medical plans for its employees, the Corporation makes monthly deductions from salaries and deals with payments to the recognized agencies. The cost of contributions is borne, however, entirely by employees. From information received it appears that group health services are expanding their coverage and one new complete medical plan may be available for the ensuing year. Under the Blue Cross Association, the staff in Quebec receive medical, surgical, and hospital care. The Maritime plan will give similar coverage soon. In Ontario full medical care will be available at the beginning of the new fiscal year, in addition to the present hospital service. Hospital plans are also in effect in Manitoba and British Columbia.

The annual meeting of local representatives of Staff Councils was held in Ottawa from February 10th to 13th, 1948, and various subjects of concern to staff were considered. This meeting also provided an opportunity for consultation with management on many of these problems. The Staff Councils are performing an important function in representing staff across Canada and in acting as a clearing-house between management and staff in dealing with matters of interest to staff generally.

On March 31st 1948, the total number of employees, including the International Service, was 1,075. This was an increase of 78 over the total number at the close of the previous fiscal year. This increase was due to the development of the International Service, as well as increased activities and expansion of the domestic service. The larger groups now comprise 62 announcers, 197 studio and transmitter operators, 94 producers, 39 news editors and writers, 113 clerks and copy clerks, and 176 stenographers and secretaries.



# CBC INTERNATIONAL SERVICE

In its third year of operation, the CBC International Service consolidated and expanded the place it had already made for itself in the field of international shortwave broadcasting. As in the previous two years, the "Voice of Canada" grew and took on added importance in direct ratio to this country's increasing responsibilities as a world power.

During the year, the shortwave broadcasting equipment at Sackville, New Brunswick, was developed to improve the signal to two important areas. The number of established positions on the staff was increased by 33 per cent. The program service was expanded to take in Australia and New Zealand and to provide more frequent broadcasts to Europe and South America. By the end of the year ten languages were in regular use, nine of them daily, serving eleven distinct geographical areas.

The International Service is operated by the CBC for the Canadian Government. It is paid for entirely by direct grant, receiving no money from licence fees or from commercial advertising. The General Supervisor administers the policy in consultation with the Chairman of the Board of Governors, the General Manager and the Director-General of Programs. A joint Government-CBC advisory committee on shortwave broadcasting meets regularly to consider matters of policy. The CBC, the Department of External Affairs, the Department of Trade and Commerce, the Privy Council and the National Film Board are represented on this committee.

At the end of the year the further development of the International Service was receiving the most careful attention. Active consideration was being given to the inauguration of new transmissions, particularly in European languages not previously used on a regular basis.

The following reports from various sections of the International Service provide a more detailed record of accomplishment during the fiscal year.

## ***United Kingdom and Commonwealth Section***

The United Kingdom and Commonwealth Section has operated primarily to the United Kingdom, with daily programs also for the Caribbean area, and once a week to Australia.

Both in the Caribbean and Australian areas, the mail response has greatly increased during the past year. This audience reaction has been most useful in the preparation and presentation of programs.

BBC have relayed many of the U.K. transmissions and co-operation with the BBC Canadian Unit continues. In many instances, special programs and scripts have been prepared for them. The BBC itself has used Canadian music, speakers and entire programs on many occasions. *Scottish Newsletter*, *Welsh Newsletter* and other special programs have been relayed by BBC, including a salute to Princess Elizabeth on her wedding day and a special St. David's Day musical feature. The BBC has used many items from *Canadian Chronicle*, the daily news-talks feature, which presents background to the news in a twice daily U. K. edition.

For the first time in this Section, weekly series of modern popular concert programs have been presented, featuring the arrangements and conducting of top-ranking Toronto and Montreal musicians. A recital series weekly to

the U.K. and the Caribbean has used a few more than a hundred young Canadian musicians. Approximately twenty-five Canadian compositions have been broadcast, performed or conducted by their composers.

Weekly political commentaries, and a weekly series entitled *Speaker of the Week* using outstanding Canadians and visitors, are part of the talks schedule. *The Lively Arts* series has demonstrated each week the activities of Canadian painters, musicians and other artists. *Cross Section* is a series of interviews on conditions and living patterns of average Canadians. Sports broadcasts continue to be popular and throughout the winter months, hockey broadcasts from all over Canada were presented in edited half-hour actuality form.

In drama, *The Barlows of Beaver Street*, written by Elsie Park Gowan of Edmonton, portrays life in an average Canadian community.

#### **French Section**

During the period under review, the French Section produced programs totalling approximately 500 hours of broadcast time. Fifty-nine of these programs were relayed in France as well by *La Radio-Diffusion Française*.

The daily program consisted of *La Voix du Canada* (two daily half-hours) and *Les Chefs d'Oeuvre de la Musique*. Each week were presented the exchange programs and *Les Actualités Canadiennes* (both for *R. D. F.* use) and *Suite Marine* by Robert Choquette. There is also a monthly edition of *Les Actualités Canadiennes* addressed to France but relayed by the BBC, London.

*La Voix du Canada* presents international and Canadian news, political commentaries on Canadian and international affairs, or a Canadian press review, and features on economic, artistic, scientific and agricultural life in Canada.

Regarding the exchange series, twenty-four musical or dramatic programs were broadcast to and relayed in France by *La Radio-Diffusion Française* between September and March. This series was particularly devoted to Canadian music and Canadian composers. Thus, listeners in France heard works by Clermont Pépin, André Mathieu, Jean Vallerand, Harry Somers, Claude Champagne, Michel Perreault, J.-J. Gagnier, François Morel, Oscar Morawetz, Jean-Papineau Couture, Lionel Daunais, Roger Matton, Jean Coulthard Adams, Alexander Brott, Georges-Émile Tanguay, Arnold Walter, Healey Willan and Pierre Mercure. This series included a number of world premières: Pierre Mercure's *Kaléidoscope*, Jean Vallerand's *Nocturne*, Jean-Papineau Couture's First Symphony, Roger Matton's *Danse*, Michel Perreault's *La Belle au Bois Dormant*, and Claude Champagne's First Symphony. Canadian artists who were heard included Pierrette Alarie, Raoul Jobin, Léopold Simoëau, Lionel Daunais, Anna Malenfant, Jeanne Desjardins, Alexander Brott and Jean Beaudet. Four dramatic programs were also presented: *Le Survenant* and *Marie-Didace* (in two parts), radio adaptations of Germaine Guèvremont's books which had been published simultaneously in France and in Canada during 1947. One of the most successful presentations was the radio version of Jean Anouilh's *Antigone* done by les Compagnons, winners of the Montreal regional contest of the Dominion Drama Festival.

#### **European Section, Foreign Languages**

This section is in charge of all broadcasts to Europe with the exception of English and French. The languages in present daily use are Czech, Dutch,



German, Danish, Swedish, and Norwegian. The total number of regular broadcasts has increased from 2,220 during the past year to 3,073 during the period under review.

An indication of the improved efficiency is contained in the continued growth of the audience mail, which in many cases exceeds that of older and more established broadcasting organizations.

In all countries to which Canada regularly directed broadcasts, the co-operation of the press and radio systems has been wholehearted. As an example, the Dutch Section sent out a weekly mimeographed press release written in Dutch of which 87 per cent appeared in the Dutch press. In addition, the Dutch press published 72 illustrated articles, some of which were especially written, others of which were reproductions of radio scripts included in the Dutch transmissions.

Canada's role in United Nations activities has been adequately covered. Many of these reports were relayed over European networks. Special efforts were made to increase the number of relayed programs as a means of extending the audience for Canadian programs. During the year 1946-47, 357 broadcasts from Canada were picked up and rebroadcast over European radios; during the current fiscal year this number increased to 522.

Most of these programs were produced from the resources of the Sections themselves and have resulted during the year in the establishment of the most intimate relations with corresponding European radio organizations.

The Czech broadcasts were increased from a daily half-hour to twice daily with an additional fifteen minutes on weekdays. The internal developments in Czechoslovakia in March 1948 caused more stress to be laid on the presentation of news and information.

In Dutch, twice-weekly programs were inaugurated of special interest to Dutch women and children. The arrival of Dutch immigrant ships at Halifax was given special coverage and these programs were all relayed by Dutch radio organizations.

In German, there are several regular relay commitments, including one weekly thirty-minute program over the British Zone Radio Network and one weekly fifteen-minute program via BBC medium-wave transmitters. Apart from this, the German Department recorded some twenty fifteen-minute shows which were airmailed to the American Zone Radio Network and broadcast from there. The outstanding activity of the year was the production and recording of fourteen dramatized half-hour programs on Canadian topics for the School Broadcast Department of the North-West German Radio. They were broadcast in Germany on medium-wave from Hamburg.

The Danish and Norwegian beam started April 13th, 1947. The Swedish service started earlier, and has pioneered in the development of CBC listener clubs, of which there are now forty in Sweden.

Special recorded programs for relay are also prepared from time to time, for Finland, Switzerland, Italy, Greece and Austria, the last two countries being served on a regular twice-a-month basis.

Because of the scarcity of recordings of Canadian music an interesting project was undertaken, namely the commissioning of a symphonic suite entitled *From Sea To Sea*—a Canadian suite by Alexander Brott of Montreal. This work, performed by a large symphony orchestra, has been recorded and distributed throughout the countries served by the International Service. It has aroused considerable interest in European countries, where the tradition of national music is firmly established.

Interior view of the CBC International Service transmitter building at Sackville, N.B. Shortwave transmitters are on the upper level. In the foreground is the Maritime regional CBA transmitter.



### Latin-American Section

Broadcasts to Latin America were continued for one hour in Spanish and one half-hour in Portuguese once a week until June 15th, 1947, when the Spanish transmissions were increased to one hour daily. The Portuguese broadcasts to Brazil were limited to one half-hour weekly because of lack of staff.

The activities of the Spanish language sub-section included one half-hour daily of music, either live or by transcription, in small part from the CBC domestic networks, but principally by ranking Canadian and Latin-American artists, and one half-hour daily devoted to a wide range of Canadian subjects, speeches and addresses by visiting Latin-Americans, and actualities.

Among the series used, *Canadian Perspectives* presented the history of Canada in fifteen-minute dramatic episodes, with appropriate background music. This series covered the period from the discovery of America to the British conquest. The second series covers the period from the Conquest to Confederation and the third from Confederation to the signing of the Statute of Westminster. *Este es Canada* was a continuing series descriptive of many phases of Canadian industry, agriculture and public utilities. *Canadian Legends* dramatized some sixteen of the more interesting legends and folk tales of early Canadian development. *Canadian Constitutional Organization* presented eighteen programs on the constitutional organization of Canada. Finally there was a series of about twenty dramatized dialogues with Canadian figures of note in arts, letters and science, under the title *Chatting with a Canadian*, and many short programs devoted to women's interests.

During the session of the United Nations at Lake Success, a fifteen-minute daily program was added to the usual transmission, covering the events of the day with commentary.

Special events or high-light programs included one-hour transcribed programs in celebration of the national holidays of most of the Latin-American republics as well as Pan American Day, Columbus Day and Dominion Day.

It is planned to put the Portuguese broadcasts to Brazil on a daily basis next year and to strengthen the news and informational aspects of the service.

## **News**

In the past year, the newsroom of the International Service has almost doubled its activities.

As originally organized, the newsroom produced two bulletins of fifteen minutes in length for broadcast to the United Kingdom each day, and a daily broadcast of ten minutes to the Caribbean.

Now, in addition to these broadcasts, the newsroom also writes bulletins for the Danish, Norwegian and Swedish sections, for the South-American section, and for the Australian section.

This means that the newsroom produced a minimum of nine thousand words of news daily, and this output is expected to be increased shortly with the extension of news service to other foreign language sections.

## **UN General Assembly**

International Service continued, as one of its important functions, the provision of radio coverage for international bodies devoted to the operation of the machinery of world peace. The largest undertaking in this period was the coverage of the second General Assembly. There originated a total of 446 reports, commentaries, and talks for direct transmissions for subsequent rebroadcast in the various languages, including daily bulletins. Further, a total of 99 reports, commentaries and talks were originated for the CBC domestic networks. Various foreign-language staff members were sent to New York for varying periods to look after requirements for their own area and also act as commentators. Basic commentaries were also given in French and English for use in translation by the foreign-language sections. A number of Canadian correspondents were also commissioned for commentaries during their stay at the Assembly sessions.

Apart from this direct coverage, our facilities were made available to the delegates of the countries to which broadcasts are regularly transmitted. Some twenty delegates, representing ten countries, took advantage of this opportunity. The newsroom also, in their daily bulletins, gave special attention to UN material, using as sources, not only the regular news service wires but material prepared in the Radio Reports room at Lake Success.

The coverage thus given and the provision of facilities did much to enhance our reputation with the information services represented at Lake Success and particularly with the UN Radio Division. Further, it was an effort highly appreciated by the listening audience at large, as is evidenced by mail received.

## **Engineering**

Two large projects planned and started during the previous year were completed. One was the building of 21 megacycle antennas at Sackville for service to South Africa and South America. The other was the completion of additional office space and studio facilities in Montreal. Alterations to rented building on Bishop Street provided space for the French, Latin-American, Caribbean and Australian Sections, the Treasurer's Representative, the Engineering Department, Press and Information, Program Co-ordinator and the Library. In addition a talks studio was built, all of which greatly relieve the congestion at the Crescent Street premises and permitted the expansion of several program sections previously postponed due to lack of space.

Definite progress was made in an effort to solve the continuous problem of maintaining shortwave frequencies free from interference in the great



congested shortwave broadcasting bands. In August and September the Senior Engineer attended the High-Frequency Broadcasting Conference in Atlantic City as adviser to the Canadian Delegation. As an outcome of this preliminary conference it was necessary to draw up the frequency requirements of the CBC International Service for the next ten to fifteen years—a major undertaking in itself. This report will be submitted at another conference to be held in Mexico City.

Regular reports of reception of the Australasia service received from the New Zealand Broadcasting Service and the Postmaster General's Department in Australia indicate that the strength of signal in these areas has far exceeded expectations. Such reports reaching the Radio Division of the United Nations brought about a request for a late evening period of approximately thirty minutes for transmission of news items to this area via International Service facilities.

#### **Personnel and Administration**

In the spring of 1947 lack of office space made it necessary to rent a house about two blocks from our main offices on Crescent Street in Montreal. Operating from two locations has resulted in numerous small inconveniences which have been dealt with successfully for the most part with the tolerance and co-operation of the staff.

The answering of audience mail has severely taxed the foreign-language stenographic staff which is still being augmented and which, it is hoped, will soon reach sufficient proportions to meet the increasing demands.

#### **Press and Information**

During the period under review, publicity for the CBC International Service was developed on a considerably wider scale. The steady speeding up of communications made it possible to handle mail and relations with the press in other countries more efficiently than in the period immediately after the war.

The work of the department is to provide a basic informational service for registered listeners, and to exploit every possible means of attracting new ones. Printed and mimeographed material is produced in ten languages and distributed effectively in thirteen distinct geographical regions.

The basic service to known regular listeners was in the form of periodic mailings of printed or mimeographed program information. There are now some 35,000 addresses on file for all areas, representing an audience several times that number. For European listeners there was the 16-page illustrated bi-monthly *This is Canada* with full advance information in eight languages. Regular mimeographed mailings were made to the Caribbean and to Latin America, where listeners were less numerous. Special postcards were printed for listeners in Australia and New Zealand as often as necessary to confirm changes in time or frequency.

The service for individual listeners also entailed the verification of reception reports, for which a special card was used; the provision and distribution of a considerable variety of material offered on the air (maps of Canada and the publication *Canada from Sea to Sea*); and complete listings and distribution arrangements for regular mailings to listeners. With the registered audience growing at the rate of thousands each month, this latter task became an increasingly demanding one.

For the foreign press, basic information about the times and frequencies of International Service programs was sent out regularly. By the end of the year CBC program details were appearing from week to week in dozens of foreign periodicals.

Blanket mailing of news releases produced good results in some areas, but for the most part it was necessary to give separate attention to each publicity problem as it arose. Photographs and matrices were used extensively in conjunction with press releases. Posters were printed in eight languages and distributed widely in Europe. Display material was forwarded to friendly listeners for placing in store windows and on public notice boards. A number of displays were prepared for exposition in Canada and abroad. Work was commenced on a filmstrip project.



# FINANCIAL

The 12th Annual Balance Sheet discloses the Corporation's finances and operations have continued to be subject to prudent control, resulting in an operating surplus of \$216,060.87 for the fiscal year after allowing \$172,309.15 for depreciation and obsolescence.

Fixed assets have increased by \$1,047,324.99, the chief increases being at the following points:—

New 50 kw. transmitters at Lacombe, Alta., Carman, Man., and Hornby, Ont.,

10 kw. transmitter at Chicoutimi, Que., and

New Frequency Modulation Stations at Toronto, Montreal, Vancouver and Ottawa.

The financing of the capital expenditures has been made possible mainly by the granting of the two million dollar loan by the Dominion of Canada, authorized by Appropriation Act No. 6, 1946 (Vote 965), which is repayable in instalments within the twenty years ending 1975.

No provision, however, has been made during the period under review for repayment of any amount under this plan other than the interest charges.

While the Corporation shows an operating surplus for this year, it is seriously concerned about its financial position when projected ahead. Costs have risen during the year and there are indications that they will continue to rise. In the face of such increasing costs it will be difficult or impossible for the Corporation, on the existing revenue basis, to maintain present quality of service and extent of coverage and to effect improvements in service and coverage which are needed.

## Income

Licence fees have increased by \$892,449.94. This was due mainly to the amendment to Subsection 1 (a) of Section 14, Canadian Broadcasting Act, 1936, effective April 1st, 1947, whereby the gross amount of monies received in each year from licence fees is paid to the Corporation. Previously, the cost of collection of the licence fees and administration was deducted from the gross amount.

In addition, the issue of receiving station licences in the Dominion of Canada increased by 136,203 according to information furnished by the Department of Transport.

The breakdown by province for the past two years is as follows:

	1946-1947 Fiscal Year	1947-1948 Fiscal Year
Prince Edward Island.....	10,626	12,173
Nova Scotia.....	87,043	91,940
New Brunswick.....	57,159	68,484
Quebec.....	491,823	534,797
Ontario.....	628,075	677,299
Manitoba.....	108,985	118,823
Saskatchewan.....	129,447	135,095
Alberta.....	125,289	131,849
British Columbia.....	168,950	173,097
Yukon & N.W.T.....	427	470
	1,807,824	1,944,027

### **Commercial Broadcasting**

Increased by \$61,268.05 due to additional activities on the Dominion network and local stations.

### **Miscellaneous Revenues**

Decreased by \$19,982.31 due to termination of an agreement for the rental of facilities in Montreal.

In terms of the source of the income dollar the representation is as follows:—

Licence Fees.....	71.2
Commercial Broadcasting.....	27.4
Miscellaneous.....	1.4
	100%

### **Expenditures**

Increases in general operation and maintenance expenses have been occasioned, as in all other enterprises, by rising prices of material, labor costs, salary increases, pension plan, fees to artists and payments for manuscripts, plays, etc.

Improvements to leased properties amounted to \$84,920.93.

In terms of the disposition of the income dollar the representation is as follows:—

Programs.....	49.6
Engineering.....	18.5
Station Networks (Wire Lines).....	14.3
Administration.....	5.9
Press and Information.....	2.7
Commercial Department.....	2.4
Interest on Loan.....	0.8
Depreciation & Obsolescence.....	2.6
Surplus.....	3.2
	100%

### ***International Service***

In accordance with the provisions of Order-in-Council P.C. 156,8855 dated November 17th, 1943, the Corporation carries on its books and shows on its Balance Sheet as a separate item the total cost of the Crown's property of the shortwave transmitter at Sackville and studios in Montreal, together with a like sum as a liability to the Government of Canada.

The maintenance and operational costs such as programming, engineering, administration and publicity are considered the responsibilities of the Canadian Broadcasting Corporation but all expenses relating thereto are directly chargeable to the Government of Canada as provided annually by Parliament. These expenses are not considered chargeable to the Canadian Broadcasting Corporation because the fees collected from licences are used only to serve listeners within Canada.

Shortwave expenditures for the fiscal year are shown separately for the purpose of clarification.

### ***Pension Benefits to Employees***

For the fiscal period under review and in accordance with the conditions of the Pension Plan, a contribution of \$215,280.70 was made by the Corporation towards pension benefits for its employees on both the National Establishment and the International Service. This amount includes the fifth of twenty annual instalments of \$38,000 paid by the Corporation to cover the full cost of benefits in respect of employees' service prior to the establishment of the fund on April 1st, 1943.

### ***Audit Requirements***

In accordance with Section 20 of the Canadian Broadcasting Act, 1936, the accounts of the Corporation are audited by the Auditor General of Canada and his certificate is included in the appended Balance Sheet.

# CANADIAN BROAD

## BALANCE SHEET

### ASSETS

#### Current—

Cash in Bank, Petty Cash and Treasurer's Representatives' Funds.....	202,443.34
Accounts Receivable.....	507,971.73
Less Reserve for Bad Debts.....	5,000.00
	<u>502,971.73</u>
Due from Dominion Government <i>re</i> International Short-wave.....	288,180.81
Accrued Bank Interest.....	60.56
Department of Finance (Balance owing on Licence Fee Collections).....	72,291.11
Mortgage Receivable.....	35,000.00
Accrued Interest Receivable.....	391.60
	<u>35,391.60</u>

#### Investments—

Dominion of Canada Bonds—Par Value \$1,900,000.....	1,900,000.00
(Market Value \$1,900,000).	
Accrued Interest Receivable.....	4,841.10
	<u>1,904,841.10</u>
	3,006,180.25

#### Fixed—

Real Estate, Buildings, Technical Equipment, Studio and Office Furnishings, Library of Records etc.....	4,300,765.97
Less Deduction for Depreciation and Obsolescence November 2nd, 1936 to March 31st, 1948.....	2,291,587.92
	<u>2,009,178.05</u>
Add International Shortwave Facilities, Sackville, N.B. and Montreal, P.Q. (Per Contra Account—Dominion Government).....	1,297,836.97
	<u>3,307,015.02</u>

#### Deferred—

##### Inventories—

Expendable Stores.....	109,722.92
Stationery and Printing.....	72,259.82
Publications.....	2,328.36
	<u>184,311.10</u>
Prepaid Charges.....	15,322.10
	<u>199,633.20</u>

\$ 6,512,828.47

HARRY BRAMAH,  
Treasurer.

AUGUSTIN FRIGON,  
General Manager

Ottawa, Ontario, July 8th, 1948.

# I N G C O R P O R A T I O N

MARCH 31ST, 1948

## LIABILITIES

<i>Current—</i>		
Accounts Payable.....	1,065,550.95	
Securities Deposited by Contractors.....	43,932.18	
		1,109,483.13
<i>Loan—</i>		
2¾% from Dominion Government for Capital Works—		
Authority of Appropriation Act No. 6, 1946 (Vote 965).....		2,000,000.00
<i>Dominion Government—</i>		
International Shortwave Facilities, Sackville, N.B. and		
Montreal, P.Q. (Per Contra Account).....		1,297,836.97
<i>Proprietary Accounts—</i>		
Capital Surplus.....	494,377.16	
Reserve for Renewals and Replacements.....	400,000.00	
<i>Operating Surplus—</i>		
Balance, April 1st, 1947.....	988,278.80	
Add adjustments during year.....	6,791.54	
	995,070.34	
Add Operating Surplus 1947-48.....	216,060.87	
	1,211,131.21	
		2,105,508.37

\$ 6,512,828.47

## AUDITOR'S CERTIFICATE

I have examined the accounts of Canadian Broadcasting Corporation for the year ended March 31, 1948, and have obtained all the information and explanations I have required. In my opinion, the above Balance Sheet is properly drawn up so as to exhibit a true and correct view of the state of the Corporation's affairs as at March 31, 1948, according to the best of my information and the explanations given to me and as shown by the books of the Corporation.

WATSON SELLAR,  
*Auditor General.*



# INCOME AND EXPENDITURES

1st April 1947 to 31st March 1948

## INCOME

Licence Fees .....	1,798,241.11
Commercial Broadcasting .....	1,842,558.29
Miscellaneous .....	95,914.30

6,736,763.70

## EXPENDITURES

Programs .....	3,339,624.01
Engineering .....	1,244,267.60
Station Networks (Wire Lines) .....	964,701.57
Administration .....	398,545.06
Press and Information .....	185,543.26
Commercial Department .....	160,712.21
Interest on Loan .....	55,000.00

6,348,393.71

### Allowance for Depreciation and Obsolescence

2½% on Buildings .....	34,119.35
5% on Equipment .....	138,189.80

172,309.15

6,520,702.86

Net Operating Surplus..... \$ 216,060.87

NOTE.—For expenditures *re* International Service see separate statement.

HARRY BRAMAH,  
Treasurer.

OTTAWA, ONTARIO,  
July 8th, 1948.

# INTERNATIONAL SERVICE EXPENDITURES

1st April 1947 to 31st March 1948

## Operating Expenditures

Performers' Fees .....	409,647.69
Salaries .....	387,798.58
News Service .....	38,875.27
Postage and Excise .....	20,163.29
Printing and Stationery .....	43,473.83
Rental of Accommodation .....	20,550.47
Telegrams, Telephones, and Teletype .....	34,124.75
Travelling and Removal Expenses .....	35,110.39
Transmission Lines .....	21,367.43
General Operating Overhead .....	84,872.48
Power .....	26,490.40
Tubes and Maintenance .....	26,467.60
Crescent Street—Sackville Line .....	41,722.38
Improvements to Leased Properties .....	17,024.23
Supervision Charges .....	60,384.44

1,268,073.23

Capital Expenditures .....

59,326.18

\$ 1,327,399.41

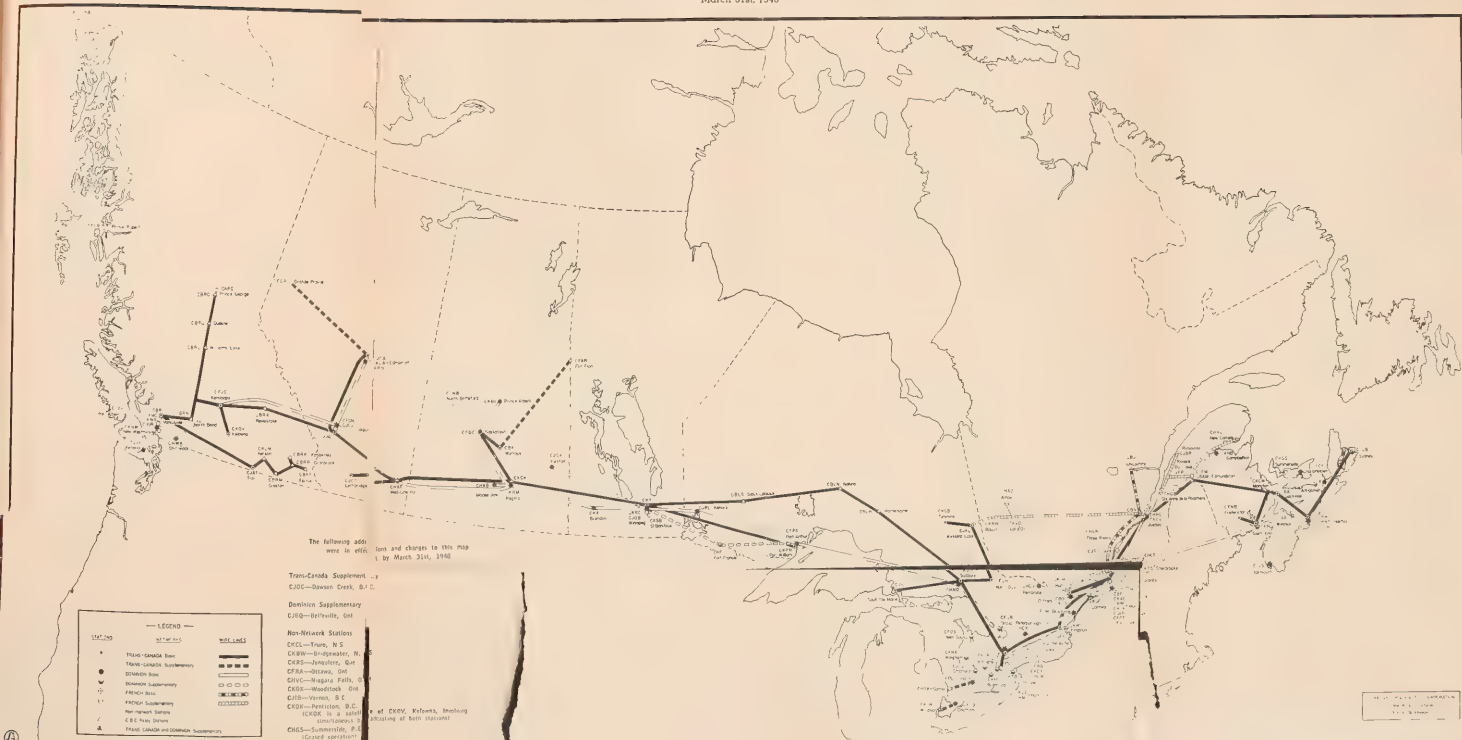
N.B. Sundry Revenues earned by International Service during 1947-48 amounted to \$1,764.55. Such revenues are payable to the Receiver General of Canada.

HARRY BRAMAH,  
Treasurer.

OTTAWA, ONTARIO,  
July 8th, 1948.

# CANADIAN BROADCASTING CORPORATION NETWORKS

March 31st, 1948











CAI BC

- A55

Government  
Publications



# **ANNUAL REPORT**

A Record of  
NATIONAL BROADCASTING IN CANADA

1948-1949



**NADIAN BROADCASTING CORPORATION**





CAT 81  
152  
Government  
Publications

CANADIAN BROADCASTING  
CORPORATION

# ANNUAL REPORT

*Containing financial statements  
for the fiscal year ended  
March 31st, 1949*

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*Ottawa, December 20, 1949.*

*The Honorable J. J. McCann, M.D., M.P.,*

*Minister of the Crown,*

*Ottawa, Ontario.*

SIR, — *In compliance with the provision of Section 26 of the Canadian Broadcasting Act, 1936, I have the honor to submit herewith the Annual Report of the Canadian Broadcasting Corporation for the fiscal year ended the 31st of March, 1949.*

*Yours faithfully,*

*A. DAVIDSON DUNTON,*

*Chairman, Board of Governors.*



## BOARD OF GOVERNORS

A. DAVIDSON DUNTON, Ottawa, Ontario (Chairman).

RENÉ MORIN, Montreal, Quebec (Vice-Chairman).

DEAN ADRIEN POULIOT, Quebec, Quebec.

HOWARD B. CHASE, Montreal, Quebec.

MRS. T.W. (MARY) SUTHERLAND, Parksville, B.C.

FREDERICK J. CRAWFORD, Toronto, Ontario.

G.D. STEEL, Charlottetown, P.E.I.

JOHN J. BOWLEN, Calgary, Alberta.

W.H. PHILLIPS, Ottawa, Ontario.

## EXECUTIVE

Dr. AUGUSTIN FRIGON, General Manager.

DONALD MANSON, Assistant General Manager.

## FOREWORD

*The greatest matter of concern to the Corporation has been the financial position of the national broadcasting system.*

*During the year ending March 31st, 1949, the operating deficit, after provision for depreciation, was approximately \$44,000.*

*Costs, however, have again risen during the year and are continuing to go higher. The effect of increases in cost levels on the Corporation's expenditures, already a matter for serious concern, will be fully felt only over a period of several years.*

*During the year the Corporation has also had to undertake developments that would mean increased expenditures in the years ahead. These include the agreement to take over the facilities of the Broadcasting Corporation of Newfoundland and to extend national network service to the new province. The resulting increase in expenditures will be well above the corresponding increase in revenue.*

*Because of higher cost levels, and their effect in the future, the Corporation will be faced with considerably increased expenditures just to maintain existing and committed services and present standards of broadcasting. Corresponding increases in revenue are not in sight on the present basis. The Corporation has to maintain the national system on the basis of its regular income and there is no provision for meeting any deficits except out of its own reserves. Commercial revenues which are about 30 per cent of the total cannot be increased appreciably because of the present heavy loading of commercial programs on the networks. The main revenue of the Corporation is from licence fees, the rate of which has been unchanged since 1938.*

*The financial situation of the Corporation is essentially the result of changes in the national and world economy in the last ten years, which have inflated the whole price and cost structure. While cost levels to the national system have risen, the main revenue rate, the licence fee, has stayed the same. The Corporation cannot, any more than any other organization or any business, continue to meet rising cost levels while revenue rates remain stationary.*

*Unless its revenue basis is changed the Corporation will be unable to carry out extensions of service recommended by Parliamentary Committees, to fill gaps in network coverage in outlying areas now not getting service, or to make badly needed improvements to programs and in the use of Canadian talent.*

*In fact, because of swollen costs, the Corporation will have to reduce drastically its services and program standards unless its revenue basis is changed. Reductions would have to include the cutting down of some program services, dropping of the quality of the programs, less use of Canadian talent and the elimination of network coverage in some areas.*

# PROGRAMS

## CBC WEDNESDAY NIGHT

CBC Wednesday Night made history in North American radio when it came into being in December of 1947. For the first time on this continent an entire evening was set aside on a national network for the presentation of music, drama, talks and readings designed to meet the tastes of very discriminating listeners. It was decided to largely ignore the conventional time limits for programs because there was a wealth of program material available which could not be presented intelligently within the rigid confines of the normal fifteen, thirty or sixty minute program units. Even more important was the belief that Canada had thousands of adult listeners who would enjoy a full evening of stimulating entertainment from their radio.

In less than two years, CBC Wednesday Night has achieved even more than was expected. A strong bond, illustrated by many letters, now exists between CBC and a constantly growing body of listeners who have appreciated an honest and sincere attempt to satisfy what one person has called "a nutritional deficiency in radio programs". Listeners have advised CBC that they are not always in agreement with everything that is presented but the vast majority have said they do get many programs which they cannot get elsewhere. CBC Wednesday Night has proved its value to everyone who likes a better type of entertainment, but is especially valued by listeners to whom the stage, concerts, lectures, libraries, museums and similar facilities to be found in the larger cities are not available. Alternative listening for those who prefer lighter fare is provided by the CBC Dominion network.

One of the most ambitious programs undertaken during the year was *A Layman's History of Music* wherein the history and development of music was traced, and illustrated, from the earliest days to the present time. This required two programs, each 2½ hours in length, on successive Wednesday evenings, plus several months of preparation. Encouraged by the heavy response from listeners to programs of this unusual length and character, another 2½ hour period was devoted to a broadcast re-creating *A Day in the Life of Samuel Johnson*. These were adventures in listening for the listener and adventures in creative radio for writers, musicians, actors and CBC program personnel.

CBC Wednesday Night brought the entire *St. Matthew Passion* and Handel's *Messiah* to Canadian listeners, most of whom would otherwise never have the opportunity of hearing these great works in their entirety.

Perhaps the most notable event of the year was the formation of the CBC Opera Company. Recognizing the work of the Royal Conservatory of Music of Toronto in the development of many young Canadian singers, and realizing the limitations imposed on their futures by the fact that there was no permanent opera company in Canada, the CBC formed its own opera company in the summer of 1948. The ensuing performances of *La Bohème*, *Orpheus* and *La Traviata* were highlights of the Wednesday Night program, and brought a very great response from listeners across Canada.

A wealth of other music was presented including premiere performances of compositions by such Canadian composers as John Weinzwieg, Barbara Pentland, Jean Coulthard Adams, Walter Kaufmann, Harry Somers, Paul de Marky, Alexander Brott and Roger Matton.

A regular Wednesday Night period is set aside for recitalists where the purpose is to give representation to Canadian recitalists and also to bring Canadian listeners,

Discussion of the score continues even during a recess in rehearsals for "La Bohème", the CBC Opera Company's first production.



from time to time, artists of international reputation. In this way the best Canadian recitalists are ranked with stars of international concert work.

Musical presentations were extremely varied, ranging from *The Palestrina Mass*, chamber music by such groups as the Parlow String Quartet and the McGill String Quartet, to a performance of a chamber opera, *The Telephone*, and the *Ceremony of Carols* by Benjamin Britten. A complete evening was devoted to broadcasting highlights of the Edinburgh Music Festival, arranged through the splendid co-operation of the BBC.

Dramas included in the Wednesday Night programming have been many and varied. In the past year there have been two-hour performances of Shakespeare's *Hamlet* and *Julius Caesar*. Other productions included Tolstoy's *Power of Darkness*; Sean O'Casey's *Juno and the Paycock*; a dramatization of the *Book of Job*; Synge's *The Well of the Saints*; and a performance of *La Donation* by Le Cercle Molière, winners of the Dominion Drama Festival Award. On the humorous side, Wednesday Night listeners heard such programs as an adaptation of Stephen Leacock's story *The Great Election*; *Backdeker on the Saskatchewan* by Tommy Tweed and Paul Hebert's satirical *Life and Works of Sarah Binks*. Programs selected from the BBC included Shaw's *Man of Destiny*; *L'Aiglon* by Rostand; and Marlow's *Tragical History of Dr. Faustus*. A highlight of the year was a repeat performance of T.S. Eliot's play *Murder in the Cathedral*, as adapted by Lister Sinclair. This program received a first award at the Annual Exhibition of American Radio Programs. The works of Canadian writers were used fairly extensively and included works from the pens of such writers as E.J. Pratt, Earl Birney, A.M. Klein, Yves Thériault, Henry Kreisel, Eric Nicol, and Len Peterson.

Talks programs have covered a wide field including a series based on an analysis of *The Canadian Personality*; folk tales and legends by Robert Gard; and an analysis of *Civilization on Trial* by Arnold Toynbee, the eminent historian. The latest work of Canadian poets was heard from time to time and listeners also heard short stories selected from the work of the world's most important contemporary writers.

Experiments have been made in "vertical programming" — three or four programs on one Wednesday evening, all related to one theme — and "horizontal programming" — where a series of related programs run from week to week.



Programs of the Wednesday Night calibre would not have been possible if CBC had not followed, over a period of years, a policy of providing Canadian talent with every opportunity to improve and develop through the medium of definite periods set aside for the presentation of talks, better type music, drama and various other types of good entertainment. However programs of this type are not confined to Wednesday Night. A good share of entertainment at a fairly high level can be found on CBC networks and stations every day in the week.

While the French network has not had a full evening of the Wednesday Night type, for several years it has devoted much of its Sunday schedule to programs of a very high order. These programs, ranging from fifteen minute periods to a full hour, have alternated with lighter programs.

During the winter season, the Sunday morning schedule featured half-hour recitals and chamber music programs. In the early afternoon, *La Voix du Canada*, from the CBC International Service, presented many first performances of works by young Canadian composers. Later in the afternoon, *Radio-Collège* presented dramas and talks on literature and the arts. These were followed by two religious programs — a dramatization and a forum — with large followings.

Evening programs began with *Portraits et propos* by Abbé Llewellyn, a well-known author and lecturer. *Radio-Collège* returned with a full hour of drama, a period which, this year, was devoted to masters of the nineteenth century, such as Goethe, Ibsen, Tchekov, de Musset, Becque, and Maeterlinck.

A highlight of Sunday evening on the French network was *Nos Futures Étoiles*, a CBC competition for singers in which two winners were given cash prizes and a contract for further appearances on the French network. (See Page 29).

During the summer months, in addition to the morning recitals (shared with the Trans-Canada network) and the chamber music periods, the French network schedule included a series of "Little Symphonies", featuring little-known masterworks such as those of the 17th and 18th century composers from Stamitz and Rameau to Haydn and Mozart.

Sunday evenings also brought French network listeners a series of joint recitals of lieder by such composers as Fauré, Ravel, Duparc, Debussy, Schubert, Brahms, Schumann and Wolf, as well as instrumental works by classical and contemporary composers. The series presented a large number of well-known artists, such as Jeanne Desjardins, Anna Malenfant, Denis Harbour, Gérard Desmarais, Patricia Poitras, Ruth Perry Hamilton, Edna Marie Hawkins, John Newmark, Jean Beaudet, Fernand Martel, Jean Belland, Alexander Brott and Steven Kondaks.

## NEWS

In a year of important news developments, both internationally and nationally, the CBC News Service has endeavoured to "present all the significant news of the day's happenings in Canada and abroad factually, without bias or distortion, without tendentious comment, and in a clear and unambiguous style" as defined in the Corporation's basic directive on news policy.

There has been no attempt to exploit the tensions created by the "cold war" by sensational or speculative treatment of news stories. In dealing with the Berlin blockade, the war between Israel and the Arab States, the civil war in China, the continued disturbances in Greece, Indo-China, and Indonesia, listeners have been provided with factual reports based on the dispatches of the world's great news agencies — The Cana-



dian Press, British United Press, Associated Press, United Press and Reuters. Full coverage was given to the discussions which led to the signing of the North Atlantic Treaty, to the Commonwealth Conference in London, the United Nations Assembly in Paris, and other developments of historic significance.

In the Canadian field, political news has been of unusual interest during the year. Five provincial elections were held, in New Brunswick, Ontario, Quebec, Saskatchewan and Alberta. National conventions were held by the Liberal, Progressive-Conservative and C.C.F. parties. Every effort was made to give listeners balanced and impartial news coverage during election campaigns, from the party conventions, and in reports of debates in the Provincial legislatures and in the House of Commons. On election nights, a special service of bulletins was provided to the Provinces concerned.

With the addition of two new CBC stations — CBX, Edmonton, and CBW, Winnipeg — the service of news bulletins from the Winnipeg newsroom has been expanded. Preparations were made to provide a full regional news service to Newfoundland listeners beginning April 1st, 1949, from a CBC newsroom in St. John's, at suitable hours Newfoundland time. Throughout Canada the CBC News Service has continued to provide bulletins in the different time zones at breakfast-time, noon hour, supper-time, and late evening. Although regional bulletins include a large proportion of news of regional and local interest, international news and general Canadian news are not neglected. Two daily national bulletins (to the Trans-Canada network at 10 p.m. and to the Dominion network at 11 p.m. Eastern time) are prepared in the Central Newsroom in Toronto.

The news service staff in Montreal acts in a dual capacity, providing bulletins in both French and English. The French staff supplies four main bulletins a day, seven days a week, and the English editors write three main daily bulletins, and two summaries, six days a week. The latter were made available to all French network affiliated stations for the convenience of their English-speaking listeners. In addition, French language stations were offered the national news summary broadcast in the late evening on the Dominion network.

### **CBC News Roundup and La Revue de l'Actualité**

*CBC News Roundup* follows the National News Bulletin on the Trans-Canada network five nights a week, from September to June. It deals with major international developments, but places its main emphasis on happenings in every part of Canada. With the active and essential co-operation of private stations in all Provinces, reports are brought in for *CBC News Roundup* on a wide variety of topics that reflect almost every aspect of Canadian life and development.

International and British developments in the news are covered by reports sent by shortwave by the CBC Overseas Unit in London : by Matthew Halton, the CBC's special correspondent there ; by Andrew Cowan, CBC Overseas Representative ; by a variety of correspondents such as Gerard Fay of the Manchester Guardian, Basil Dean of Southam Newspapers, and members of the news reporting section of the BBC, who have contributed many topical reports from Paris, Berlin, Geneva, Rome, and almost every world capital. *CBC News Roundup* also carries regular reports from Washington, usually by James Minifie of the New York Herald-Tribune, an experienced observer. Willson Woodside, foreign editor of Saturday Night, has been a frequent contributor to *Roundup* in connection with international developments ; Blair Fraser, Ottawa editor of Maclean's Magazine reports on important Ottawa developments ; Warren Baldwin, of the Toronto Globe and Mail, Hugh Boyd of the Winnipeg Free Press, and Robert McKeown of The Standard have also contributed important items to *Roundup*. With its world-wide resources for obtaining background information on news of particular significance to Canadians, *CBC News Roundup* has become a valuable supplement to the regular CBC News Services.



*The microphone goes aboard for a report on one of Canada's fighting ships.*

*La Revue de l'Actualité* is a fifteen minute program similar to *News Roundup*, produced by the Montreal newsroom five days a week and broadcast to the French network. *La Revue* contained contributions from many Canadian centres such as Montreal, Ottawa, Quebec City, Halifax, Edmundston, N.B., Three Rivers, Val d'Or, Sherbrooke, Rimouski, Noranda, New Carlisle, Sainte-Anne-de-la-Pocatière, Saint-Boniface, Watrous, Regina, and Vancouver. More than half a dozen BBC reporters covered various events in the British Isles, while reports from La Radiodiffusion Française were received about a dozen times weekly. Contributions were also received from Holland, Belgium, Switzerland, Italy and South Africa.

Washington news was handled by a special correspondent, and there were frequent reports from the United Nations radio staff, at Lake Success.

## SPECIAL EVENTS

Highlights of special events broadcasting during the year were the three political conventions — the Liberal and Progressive-Conservative conventions, Ottawa, and the CCF convention, Winnipeg. Extensive reports and recordings of the proceedings were broadcast daily and in the case of the two Ottawa conventions, reports of the balloting for the new party leaders, as well as the speeches of the leadership candidates, were carried direct from the convention hall, and made available to stations on the English expressions, broadcast on the French network.

Through CBC microphones Canadian listeners visited the International Trade Fair held in Toronto, the Gaelic Mod and Highland Games in Cape Breton, the Calgary Stampede, and a wide variety of other events across the Dominion. Roland Lehevre and Marcelle Barthe told French listeners about Dominion Day celebrations at the Canadian Embassy in Paris; the French network carried accounts of such happenings as a Radio Netherlands report of Queen Juliana's investiture; an actuality report of the Empress of France anchoring at Quebec; the world première of the film *Un Homme et son péché* (based on a CBC program) in Montreal; and the 101st performance of Gratien Gélinas' play *Tit-Coq*, in Montreal.

Special events coverage of happenings not only in Canada but also abroad has illustrated radio's unique opportunity to unite listeners from the Atlantic to the Pacific as participants in all manner of occasions, and thus to foster interest in the Canadian scene and story, and in international affairs.

## TALKS AND PUBLIC AFFAIRS

On both English and French networks it is the constant concern of program planners to provide fair presentations on a very wide range of subjects, so as to reflect major points of view or trends of opinion, while at the same time achieving comment or discussion broadcasts of a stimulating nature. It is the policy of the CBC to encourage the frank exchange of opinion, to reflect honestly the major points of view held by listeners, and to maintain freedom of speech on the air.

### **Literary and Cultural Programs**

Attempts have been made in two ways to foster creative work by Canadians in various forms of literary endeavor — first by encouraging the production of short stories and poetry written especially for radio, and by developing literary criticism of a good standard, with special attention devoted to Canadian writing. Canadian books written in English and French were among those reviewed on the weekly program *La Chronique littéraire*, broadcast on the French network.

On the Trans-Canada network, several experimental programs of reviews and criticism — series on music, books, movies, and more general topics — led to the conception in November 1948, of the weekly program *Critically Speaking*. The response has been good. In *Critically Speaking* listeners are offered a survey of motion pictures, radio programs and books, given by reviewers drawn from various sections of the country, with the purpose of providing information and honest, competent criticism.

*Canadian Short Stories*, a program of three years standing, continues to provide an outlet for Canadian writers. During the past year, more than three hundred short stories have been submitted for consideration, and a great many young Canadian writers have for the first time reached the Canadian public through the medium of this series.

From June to November, two special programs of a literary nature were broadcast nationally ; *British Authors*, a series of informative talks about British writers, past and present ; and a series of selected readings, called *The World's Great Ballads*. *Notre Français sur le vif* was a series of informal talks on the French language and French-Canadian Canadian expressions, broadcast on the French network.

*The Movie Scene*, a weekly program about motion pictures and their production, has been heard on the Dominion network. Special talks and discussions were arranged for both Provincial and Dominion drama festivals.

### **Business and Labor**

The main weekly program of this type has been *Cross Section*, broadcast on the Dominion network. Documentary in form, the program now combines dramatizations with interviews, reports, comments, discussions, and actuality reports to provide "an impartial radio survey of the facts of living". Its themes are found in the week's headlines, housing developments, the employment outlook, taxation problems, labor relations trends, cost-of-living factors, social security plans, etc. The series is planned in consultation with the Canadian Chamber of Commerce, the Trades and Labor Congress of Canada, the Canadian Manufacturers' Association and the Canadian Congress

of Labor, and attempts to approach each topic from the standpoint of the consumer, or interested citizen.

There have been discussions of labor-management relations and other industrial affairs in series such as *Citizens' Forum* and *Points of View*, as well as occasional special broadcasts including reports about proceedings at the annual conferences of the four major labor and business organizations. Other programs have dealt with the broader international aspects of Canadian economic interests.

### **Human Relations**

To meet the interest and need of listeners for understanding and help about their individual and family problems in a world of changing values, the CBC has devoted more time to programs of a psychological or psychiatric nature, relying on the best available professional guidance and co-operation. There have been series about marriage, child training, education, mental health, and so on. Perhaps the most outstanding of these series was *In Search of Ourselves*, heard weekly throughout the winter season on the Dominion network, for a second season.

Case histories of fairly common maladjustments were gathered from social agencies, psychologists and psychiatrists in all parts of Canada, and a selection was made with the advice of the National Committee for Mental Hygiene. These case histories were dramatized by Len Peterson, and Dr. J.D.M. Griffin of the National Committee commented on each broadcast, and prepared study bulletins giving background information in the field of mental health. Several national agencies co-operated to create listener interest, and study bulletins were distributed in nearly every province of Canada.

No fewer than fifteen universities and mental health agencies in the United States have commended the CBC for presenting these broadcasts, and have asked for scripts and study bulletins for use in their own mental health work. Recordings were heard and discussed by many delegates attending the International Congress on Mental Hygiene held in August, 1948, in London, England.

A counterpart of this type of program broadcast on the French network was *Radio-Parents*, designed to help parents in raising their children. The broadcasts were in dramatized form, and carried clear and easily understood advice. This series was supplemented by *Le Courrier de Radio-Parents*, in which letters from parents anxious to solve their problems are answered by experts in psychology.

### **Canada and Canadian Citizenship**

Following the war, Canadians seemed to have a greater sense of self-awareness reflected in a more lively interest in stories and reports about things Canadian. One indication has been the continued popularity of the weekly broadcasts by John Fisher, the CBC's "wandering reporter and observer of the Canadian scene". His ability to portray the human interest and significance of the Canadian story has found an enthusiastic response. Other programs, sometimes of a more critical or enquiring nature have also aroused greater-than-usual listener re-action. Five speakers, for example, talked about *The Canadian Personality* in a Wednesday Night series. Another series heard on the Pacific network, was called *Our Canadian Foibles*, and included such titles as *Our Solid Virtues*, *Our So-Called Inferiority Complex*, and *Our Artistic Yearnings*.

For French network listeners, Gérard Morisset of the Royal Society gave a comprehensive cycle of talks on our first handcraftsmen and early Canadian architecture, and Léon Trepanier, a newspaperman, brought to light a series of little-known incidents of human interest in the history of Quebec. Another series dealt with the Quebec educational system. Special programs were broadcast on both English and French



networks to acquaint listeners with the people and terrain of Newfoundland, soon to join Canada as the tenth province.

An outstanding series of talks was given on the French network by Jean Michéa of the Anthropological Division of the National Museum, based on his research trips to the North West Territories, Hudson Bay and Ungava. Another series by Jean-Paul Drolet gave a graphic picture of Quebec's mineral resources.

*In Search of Citizens* heard on the Dominion network, was designed to encourage sympathetic understanding of new Canadian citizens and their problems, especially new citizens arriving from European Displaced Persons' Camps. A twenty-minute drama depicting one of our new citizens was followed by a commentary by Professor Charles Hendry, of the School of Social Work, University of Toronto, who talked about the case in point, and gave background information on the subject of Canadian immigration. Part of the cost of this series was born by five Federal Government departments and one Provincial Government (the Community Programs Division of the Ontario Department of Education).

### **United Nations and World Citizenship**

Apart from special broadcasts during sessions of the General Assembly, the CBC has provided extensive continuing coverage of United Nations activities with special emphasis on Canadian participation.

Material about the General Assembly and the Security Council appeared regularly in daily and weekly commentaries and special series on both English and French networks. From time to time there were also special talks of an informative character about conditions in particular countries or areas by experienced reporters, travellers, and experts.

In 1948 a CBC office was opened at Lake Success to serve the needs of both the National Service and the International Service, and King Gordon, former editor and university professor, was placed in charge. *International Commentary*, a daily broadcast prepared and delivered by Canadians, was changed to *United Nations Commentary*, with broadcasters from Lake Success. When the United Nations Assembly met in Paris in September, 1948, the commentaries originated in that city.

Both English and French networks have also broadcast programs prepared by the United Nations Radio Division, such as *Memo from Lake Success*, about the work of various UN Commissions.

### **Regional Interests**

Greater attention has been paid to programs of particular regional interest and character. *Neighboring News*, a review of happenings in the smaller centres, prepared weekly in each region with the co-operation of the Canadian Weekly Newspapers' Association, was continued.

Among new regional programs on the Pacific network were *On Mike Tonight*, which presents outstanding personalities who live in or visit Vancouver; *Outdoor Fun*, designed to stimulate interest in British Columbia sports and recreation; and *What's New?* — a series about new developments in various fields of endeavor in British Columbia.

A weekly half hour called *University Round Table* was prepared with the co-operation of the four western provincial universities. Speakers included faculty members and students, as well as some outside experts, on such topics as *Fraternalities and Sororities*,



## *The Fallacy of a Practical Education, and Are the Universities Turning Out Too Many Trained Specialists?*

With the opening of CBW, Manitoba, the CBC continued a university series of talks which had been handled formerly by station CKY. Twenty six fifteen minute talks were arranged in co-operation with the Radio Committee of the University of Manitoba. Topics included *French-Canadian Culture*, *Contributions of Ethnic Groups in Manitoba*, *Canadian Literature*, *Farm Electrification*, and so on.

In Toronto the CBC co-operated with the Radio Committee of the Student Administrative Council, University of Toronto, to present a weekly series under the title *The Varsity Story*. This included original dramatizations written and performed by students, student musical programs, documentaries about university life, and round-table discussions in which faculty members and students participated.

Other talks periods broadcast locally in Toronto dealt with a variety of subjects of less than national interest, and there were similar regional talks periods in Montreal. Topics included the question of increasing tramway fares, a proposed subway, the matter of children's entertainment in Montreal, and the need for a concert hall.

French network topics included talks on *L'École des Beaux-Arts*; *Biographies de nos artisans*; a series on the civil status of married women in Quebec, and a varied series intended to make listeners better acquainted with Quebec and also to promote the tourist trade. These included *La Gaspésie blanche*, a montage based on the possibilities of developing the Gaspé and Percé as winter resorts; a broadcast about the Bourgault brothers and their well-known wood-carving and handicraft industry at Saint-Jean-Port-Joli; a montage describing the picturesque St. Maurice valley and dealing with the Shawinigan power plants; and other programs dealing with historic sites and such things as the importance of good cuisine in hotels and restaurants.

The weekly series *Maritime Comment* included groups of talks on such topics as town-planning, municipal government, school boards, rural health and a series produced in co-operation with the department of education of New Brunswick and Nova Scotia on recent achievements in education.

### **Public Affairs Features**

Programs of the forum type, dealing with national and international questions of the day, are broadcast on both English and French networks under the titles *Citizens' Forum*, and *Les Idées en Marche*. The Canadian Association for Adult Education and La Société d'Education des Adultes du Québec co-operate fully with the CBC in the production of both series. Speakers are chosen for their knowledge and ability to express their opinions, and to uphold the main points of view in relation to the problems to be discussed. Both forum programs were broadcast without prepared scripts.

Topics dealt with in *Les Idées en Marche* included *Les Canadiens et le civisme*; *L'éducation est-elle à la portée de tous?*; *Un toit pour chacun*; *L'immigration*; *Les relations fédérales et provinciales*; *La politique étrangère du Canada*.

Once each month a panel discussed a topic currently in the news. These included the margarine question, the results of the United States election, the relations between Jews and non-Jews throughout the world, and the control of atomic energy.

La Société d'Education des Adultes du Québec distributed background information on the topics discussed, and listening groups were formed in the province. Two programs originated in Quebec City, the rest in Montreal.

Most of the broadcasts in the *Citizens' Forum* series, broadcast on the Trans-Canada network, came from public meetings arranged by the CAAE and co-operating

A CBC "Citizens' Forum" panel discusses the topic "Are the People Getting the News" in a lively broadcast which originated at the Toronto Men's Press Club.



organizations : for example, the University of Alberta, The Toronto Welfare Council, the Vancouver Branch of the Community Planning Associations, the Halifax Council of Home and School Associations, the Chamber of Commerce and the Labor Council of Oshawa, and so on. Broadcasts originated in centres across Canada, in all provinces except Prince Edward Island and Saskatchewan. One broadcast (*How is the Marshall Plan Working Out ?*) originated from a meeting arranged by Canadian students resident in New York City's International House.

The Canadian Association for Adult Education again undertook distribution of printed material to supplement the broadcasts. A member of its staff acted as National Secretary of the Citizens' Forum project, working in co-operation with provincial secretaries appointed by educational institutions in each province. The provincial secretaries did an effective job in publicizing the series and in collecting and summarizing over the air the reported opinions of Citizens' Forum group members.

As a general rule those broadcasts on which there was the strongest clash of opinion (such as *Is Progressive Education a Failure ?* ; *Are the People Getting the News?* *Advertising — Asset or Liability ?* *Comics — Are They a Laughing Matter ?*) seemed to evoke the greatest response.

*Capital Report*, broadcast Sundays on the Trans-Canada network, presented commentaries on national and international affairs. Different observers broadcast each week from Ottawa, Washington and London. *Weekend Review*, also broadcast on Sundays on Trans-Canada, presented speakers with different points of view about international affairs.

*Points of View* gives ordinary people — not professional broadcasters — a chance to air their views. Two speakers usually appear — sometimes three — with prepared statements on some controversial topic on which they hold strong views.

*This Week*, on Trans-Canada, is devoted quite frequently to talks of a public service nature for organizations engaged in charitable enterprises, scientific research, health education, and so on.

## Political Broadcasts

The national weekly series of broadcasts by leaders of the major political parties, *The Nation's Business*, continued with the same allocation of time and much the same rotation of parties, arranged in consultation with the parties concerned. On the French network these broadcasts are heard under the title *Les Affaires de l'Etat. Provincial Affairs*, arranged in all nine provinces, continued throughout the year with a recess during summer by agreement with the participating parties.

The major feature of political broadcast activity during 1948 concerned the national political conventions. Aside from the nomination speeches and leadership election proceedings, there were commentaries by representative groups of newspaper correspondents, interviews with delegates and edited reports on the debates on policy resolutions and platforms. Complete coverage was provided on both English and French networks.

## Women's Interests

Talks specially arranged to interest women were broadcast throughout the year on both the Trans-Canada and French networks. English broadcasts included lessons in cooking, nutrition, consumer information and child guidance, as well as news and views on citizenship, public service, community activities, and the work of the United Nations. Series of original stories were presented, along with book reviews, talks on community drama, and a series of success stories by women in all parts of the country who had established themselves in new occupations or jobs in middle age. A daily commentary on the news was provided by a panel of women speakers, and one period each week was devoted to an international series, presenting the views and opinions of women representing twenty-five different countries. Five-day-a-week morning programs for women were broadcast in each region.

To ensure accuracy and a consistently valuable informational service in all parts of Canada, the assistance of seven special consultants and research writers in the following fields is made available to morning commentators: nutrition and child care, human relations, consumer information, economic rights of Canadian women, United Nations, and UNESCO.

On the French network, the popular program *Lettre à une Canadienne* was broadcast Mondays through Fridays by Marcelle Barthe. General background information on Canadians and world affairs of interest to women was included in the program, which was frequently devoted to interviews with internationally-known women visiting Canada.

A series of six talks on the legal status of married women in Quebec was broadcast by legal experts from Laval University and McGill University. *Chronique de France*, broadcast each week, featured the activities of French women and literary events in France, with special attention to the activities of Canadians in France.

## SPORTS

Certain sports, such as NHL hockey, and the Eastern and Dominion football finals, are broadcast over CBC networks under commercial sponsorship, and a great number of other sports events and topics are broadcast by the CBC on a non-commercial basis.

The Winter Olympics at St. Moritz were covered by Andrew Cowan of the CBC's London office and a staff of sports writers and broadcasters who sent daily reports to Canada by shortwave. For the summer Olympic Games at Wembley, the CBC sent to

London W. J. Herbert, well-known Vancouver special events broadcaster and former war correspondent, and also enlisted the services of Lloyd Percival, head coach of Sports College, who went to London for the Olympics. Daily reports on both the Trans-Canada and Dominion networks carried the full story of Canada's participation as well as a general account of the games. In the month preceding the games, the CBC produced a feature broadcast in support of the Canadian Olympic Committee's fund to finance the team. Network coverage was also given to the final elimination contests at which the track and field competitors were chosen.

Other events covered by CBC sports broadcasters included the Allan Cup hockey finals, the annual running of the King's Plate at the Woodbine track in Toronto, the Derby at Epsom Downs, England, the Willingdon Cup and Canadian Junior Golf Championship and the Canadian Amateur Golf Championship, from Hamilton, Ontario, the Royal Canadian Henley Regatta at Port Dalhousie, the Canadian Derby, at Winnipeg, the Canadian Open Golf Tournament, at Vancouver, the Dominion Lacrosse Finals at Toronto, the International Gold Cup motorboat race in the Detroit River, the Dominion Ski Jumping and Cross Country Championships and the Dominion Curling championships.

Sports commentaries are heard daily in each region, and the French network added as a special feature a review of skiing conditions during the winter months.

## MUSIC

Network listeners have been able to enjoy a greater share of the world's fine music during the past year than ever before. This has been the result of an increasing national demand for fine music, and the fruition of CBC's long-range plans for producing such music. The higher status has been evidenced not only on the CBC Wednesday Night programs, but in a generally higher level of program content, and performance.

Chamber music groups have been heard from all production centres. Among the smaller groups were the Parlow, Solway and McGill String Quartets, the series of Little Symphonies from Toronto, and a similar series — *Les Petites Symphonies* — from Montreal. The Jean Cotton Trio, from Calgary, the Toronto Trio, and the New World Chamber Orchestra have given outstanding broadcasts. A Saturday night Chamber music series in Vancouver, begun as a result of complaints about the lack of good music on that evening, resulted in the studio seating capacity being taxed to the limit for every performance.

The *Fine Arts String Quartet* was a popular Sunday morning exchange feature from the American Broadcasting Company. Other exchange programs have included the New York Philharmonic Symphony broadcasts carried on Sunday afternoons during the winter season by the Trans-Canada and French networks; the NBC Symphony, heard on the French network, and the First Piano Quartet.

Tuesday evening symphony programs, heard on the Dominion and French networks, presented on alternate weeks the Toronto Symphony Orchestra and Les Concerts Symphoniques de Montréal. The Toronto Symphony Orchestra was also heard in an hour-long sponsored program on Friday nights. During the summer listeners heard the Chalet Concerts from Montreal, the "Proms" from Toronto, and the Vancouver Symphony from Malkin Bowl in Stanley Park.

A recorded series of symphonic programs produced by the BBC, with orchestras conducted by Clarence Raybould, Sir Malcolm Sargent and Sir Thomas Beecham, was heard on both the Dominion and French networks.





Music programs originate from many points in Canada. Here Jean Beaudet conducts a CBC orchestra in Montreal.

During the winter season the Metropolitan Opera broadcasts were heard each Saturday afternoon on both English and French networks. Preceding and following the Metropolitan Opera season, the French network carried full-length recorded operas ranging from Verdi's *Il Trovatore* to *The Telephone*, by Menotti, and from Gluck's *Orpheus* to *L'Enfant et les sortilèges*, by Ravel.

Lighter programs included *Symphony for Strings* and *Serenade for Strings*, shared with the English networks, and *Concert Estival*, all originating in Montreal. For the French network, four well-known organists, Jacqueline Desrochers-Rioux, Rolande Drolet, Claude Lavoie, and Jean-Marie Bussi res, broadcast half-hour organ recitals from the Basilica in Quebec City.

Winnipeg's *CBC Concert Orchestra* continued its successes of previous seasons.

Programs of choral singing also reflected the upswing of music in Canada. From Vancouver the *Sherwood Robson Chorale* was heard weekly in a program of light choral works. The *Don Wright Chorus* from London, Ontario, was broadcast on the Dominion network and also on the Mutual network in the United States. The *Ukrainian Male Chorus* and *The Choristers*, from Winnipeg, have found large and appreciative audiences for their varying programs. The *CBR Singers* from Vancouver produced several outstanding programs, as did *La Petite Symphonie Vocale*, from Montreal, the *Philharmonic Chorus*, Winnipeg, the *Armdale Chorus*, Halifax, and the internationally-known *Leslie Bell Singers*, Toronto.

A highlight of the year was the formation of the *CBC Light Opera Company*, in Toronto, for the performance of all thirteen of the Gilbert and Sullivan light operas on the Dominion network. This series was also broadcast on the French network, with announcements and descriptive narration in French. The series was very well received.

Apart from introducing many young Canadian artists through its regular recital periods, the CBC has established special program series for unusually gifted artists, including the Ed McCurdy ballad series; *Folk Songs for Young Folk* by Alan Mills; *Edmund Hockridge Sings*, *Tony the Troubadour*, *Songs by Gis le* and *Songs by Simon*. Among special programs on the French network were those featuring Lionel Daumas and



his *Trio Lyrique* ; Denis Harbour, who subsequently won first prize in the *Metropolitan Opera Auditions of the Air* ; Paulette de Courval and Jacques Labrecque, and Lucille Dumont, *diseuse*.

Among artists heard in the French network series were Louise Darios, a foremost exponent of French songs ; Maurice Chevalier, in a group of 13 half-hour recorded biographical programs ; *Les Compagnons de la Chanson* ; *Les Petits Chanteurs de la Côte d'Azur* ; André Dassary, a light opera star ; Fredo Gardoni, France's finest accordeonist ; Nelly Mathot, coloratura soprano from the Paris opera ; Marcel Dupré, organist and composer ; and the piano team of René and Marie-Thérèse Callonico-Comet.

In addition to the classics, CBC stations and networks provided many programs of jazz and popular music. For example, CJBC, a CBC Toronto station, featured a two-hour program, *Jazz Unlimited*, on Saturday afternoons. This dealt with the serious type of jazz as an art form and featured both recordings and live talent. Once a month leading musicians in the Toronto area were brought together for a jazz concert originating in such places as Eaton Auditorium and Massey Hall. As many as 2,000 people have been turned away from these concerts due to lack of space. It is hoped to eventually extend these jazz concerts to a national network and include top jazz musicians from all across Canada. The work of CBC in this respect has been recognized by leading music magazines in this field. The All Star Jazz Band chosen as the result of these concerts and broadcasts was asked to make recordings.

Aside from presenting a good share of popular music, CBC staff pioneered in unusual presentations in this field through the medium of such programs as *Blues for Friday*, later known as *Starlight Moods*. This program featured unusual instrumentations and arrangements for vocalists, allowing wide scope for musicians to work out musical ideas apart from the so-called "commercial arrangements" of dance tunes. The program was so effective that permission to broadcast it in the United States was requested by an American network.



A large audience watches a CBC Summertime Show from Malkin Bowl in Vancouver's Stanley Park.

## DRAMA

The work of the CBC in the field of drama can be illustrated by the following figures covering the period from April 1st, 1948, to March 31st, 1949. During this period 390 plays were presented: 60 from Vancouver; 47 from Winnipeg; 65 from Montreal; 25 from Halifax; and 103 from Toronto. 92 per cent of these plays were written by Canadian authors. These figures do not include drama productions from the various regions heard on CBC Wednesday Night.

Thirty-five of these plays, each one hour in length, were presented in the *Stage 48* and *Stage 49* series, under the direction of Andrew Allan, on the Trans-Canada network. The series included 14 original plays and 22 adaptations, (on one occasion, two half-hour plays were performed). Three of the adaptations were based on outstanding Canadian works. The writing of original plays by Canadian authors was again encouraged, but the output of original works is limited by the writing time involved and the number of Canadian authors willing to undertake such writing.

Original plays presented this year included *This Man Was My Father* by Marian Waldman; *The Little God* by Joseph Schull; *Fortune My Toe* by Robertson Davies; *The Hero* by Alan King; *Burlap Bags* by Len Peterson; *Night of Promises* by Eister Sinclair; and W.O. Mitchell's *The Devil's Instrument*. Adaptations included *The Precipice*, *Mr. Arcularis*, *The Old Country*, *Sarah Banks*, and *Heart of Darkness*. Writers contributing to the series included Tommy Tweed, Hugh Kemp, Gerald Noxon, Andrew Allan and Harry J. Boyle.

*Stage* presentations again ranged everywhere from musical comedy to the classics and the mail response indicated that listeners maintained a lively interest in their national radio drama series. Canadian actors and writers have gained enviable international reputations as a result of their work on *Stage* programs and other CBC drama presentations. Many of these artists again refused more lucrative offers from other countries because of the freedom enjoyed and the opportunity for expression made available by the CBC in its drama periods.

For the Dominion network, from Toronto, several series were provided for a continuous drama period on Monday nights. The past year included the last four episodes in the serial adaptation of Jules Verne's *Michael Strogoff*, and five stories from *The Thousand and One Nights*, prepared by Tommy Tweed and produced by Esse Ljungh. During the next 18 weeks Alan King produced and wrote a series entitled *Portrait of a Woman*. In October, Andrew Allan began the production of an adaptation of Dickens' *Pickwick Papers*, continuing into May, 1949.

Drama productions from Vancouver have included the regular weekly *Vancouver Drama* broadcasts, and a special summer series for the Trans-Canada network, entitled *Behold This Land*. This series was made up of seven plays by Yves Thériault, all broadcast previously on the French network.

In Montreal, Rupert Caplan produced the provocative series by Mac Shoub called *The City*. He has also directed a popular weekly serial, *The Happy Time*, written by novelist Robert Fontaine.

Among drama productions from Winnipeg have been a series of western Canadian stories by Max Braithwaite called *Home Town Stories*. In Halifax, training and production work have continued in the *Maritime Dramatic Workshop*.

During the summer, Esse Ljungh produced for the Trans-Canada network a series of four original musical comedies, one hour in length, written especially for radio, and with music composed by Morris Surdin. Later in the season, he produced a series of six original half-hour plays in the series *Open Air Theatre*.

Andrew Allan begins rehearsal of a new play for the CBC's internationally-famous "Stage" series broadcast Sunday nights.



Thirteen programs entitled *These English* were produced by Andrew Allan on Friday nights for the Trans-Canada network. These plays, of a semi-documentary type, were written by Bernard Braden on the basis of interviews he had with people in England the previous summer. So great was the mail response to the program that a publisher produced the scripts in book form, under the same title. An anthology of radio plays by Lister Sinclair, *A Play on Words and Other Radio Plays*, was published in 1949. Most of the plays in the book had been produced in the *Stage* series. Publication of these dramas is indicative of the regard in which radio writing is held.

A general review of drama activities of the CBC for the past year must include particular mention of two outstanding broadcasts. Andrew Allan produced W.H. Auden's Christmas Oratorio, *For the Time Being*. It was the first time this had been adapted and produced for radio anywhere. Esse Ljungh's production of Ibsen's great drama, *Ghosts*, was favorably compared by listeners with famous stage performances they had seen in London and New York. These are but two of the many pioneer radio drama ventures encouraged by the CBC.

During the year, approximately 1200 scripts, mostly by Canadian writers, were read and reported on under the direction of CBC Script Editor Alice Frick. Plays receiving favorable reports were either forwarded to various CBC drama producers across Canada for production in the region of origination or for production in the national series. In instances where plays did not come up to CBC standards a report containing constructive criticism and suggestions was forwarded to the writer concerned and he or she was often asked to submit a revised version. The majority of the plays received were designed to fill half-hour drama periods.

Apart from the 19th century classics presented by *Radio-Collège* on Sunday nights, the French network produced contemporary plays by Canadian and foreign authors in the *Radio Théâtre* series, a perennial feature on Thursday evenings. (It is sponsored during the winter months.) Last year, more than a dozen plays were broadcast, including works by Yves Thériault, Julien Duvivier, Louis Verneuil, Roger Ferdinand, Alexandro Casona, Michel Duran, Guy Verdoy, Yvan Noé, and André Birabeau.

Another French network series was *Théâtre dans un fauteuil* — theatre in an armchair. During the first fifteen minutes of a half-hour period, actors performed scenes from the classical repertoire, such as works by Molière, Racine, Corneille, Marivaux, de Musset and Beaumarchais. Following a musical interlude there were further scenes from the classics, thus making of the program a kind of theatrical anthology.

Other French network drama productions included *Les Aventures de Sherlock Holmes*; *Les Dramas de notre temps*, dealing with social problems; *Le Destin d'amuse*, dramatizations or adaptations by Jovette Bernier of short French novels or stories; and *Sous tous les ciels j'ai chanté*, a dramatization of the biography of Emma Calvé, the famous French singer.

Poetry readings included works from the three foremost French-Canadian poets of the day; Robert Choquette, whose serial *Le Cœur du village* was given in condensed form on CBC Wednesday Night and which will be made into a motion picture; Alain Granbois, and Jovette Bernier.

## SCHOOL BROADCASTS

There are four notable features of Canadian school broadcasting as it has grown up over the past seven years.

### *Extent of Coverage*

The first is the huge extent of territory covered. Practically all English-speaking schools in the country (that is, some three and a half million square miles extending through five time zones) are now served, through the facilities of the CBC and its affiliated stations, with at least thirty minutes of school broadcasting per school day. This is the largest single area in the world provided with such an educational service.

### *Co-operation with Educators*

Second, co-operation with educators and broadcasters has been established on a sound business basis, involving sharing of costs between the two parties. This is important, as securing the active interest of departments of education and school boards, not only in planning the broadcasts, but in promoting their use and evaluating their results. CBC co-operation ensured high professional standards of program production.

### *Strengthening National Citizenship*

Third, Canadian school broadcasting gives full weight to provincial autonomy in matters of education, but stresses also the cultivation of national unity and citizenship, and the fostering of wider international contacts. The CBC puts no school broadcasts on the air except at the request of the constituted education authorities. However, by placing its facilities at their service, it encourages co-operative planning by the departments of education, on a regional and national basis. The *CBC National School Broadcasts* while planned with the assistance of the departments of education and the teachers, are provided and paid for entirely by the CBC. Their special purpose is to develop good citizenship and a healthy awareness of Canada in the rising generation. During the period 1948-9, these broadcasts have dealt with the music, poetry, literature, history, folklore, science and institutions of Canada.

### *International Exchanges*

Fourth, international exchanges have been a regular feature of our school broadcasting since 1941 — first with the United States and latterly with Great Britain and



Australia. In the fall of 1948, the British Broadcasting Corporation and the Australian Broadcasting Commission each contributed programs to the CBC series *Children of the Commonwealth* (for Grade 7-9) which were enthusiastically received by the schools here. The BBC also supplied twenty-five transcriptions of its own domestic school broadcasts (in history, geography and literature) for use in Canada. These twenty-five were selected from the complete BBC school program by the Ontario Department of Education, and included in the Ontario schedule of provincial school broadcasts. Some of them were also heard by request in the Maritime and some of the Western provinces.

The CBC School Broadcasts Department contributed a program on Niagara Falls to the BBC school series *Peoples of the Rivers and Forests* (Grade 5 level). This program has also been broadcast by the ABC to the schools of Australia, and has been heard in the schools of Eastern Canada.

Further exchanges of school broadcasts between commonwealth countries were planned at the 1949 meeting of the National Advisory Council on School Broadcasting, in Toronto. Mr. Richmond S. Postgate, head of BBC school broadcasts, and Mr. Rudolph Bronner, Director of Youth Education Broadcasts, ABC, visited Toronto to attend this conference and take part in the planning of the exchanges.

Exchanges with United States radio educators have not been neglected. A series of twelve school broadcasts on Canadian-American geography, planned jointly by the CBC and a group of American school radio systems, is now in preparation. It will be offered for broadcasting to all United States educational stations and to provincial departments of education in Canada.

The Ontario school broadcast schedule for 1948-49 also included a series of transcribed French language lessons and French music broadcasts contributed by the North American service of Radiodiffusion Française, from Paris, France.

Canada has also been the first country to collaborate directly with the Radio Division of United Nations in producing school broadcasts about UN for elementary school pupils. At the request of the Maritime departments of education a series entitled *A Visit to Lake Success* has been produced (for Grade 7-8 level), and broadcast in the Maritime school schedule this year. The programs will probably be heard subsequently in other parts of Canada.

The high standard of Canadian school broadcasting is attested to by the number of awards given to school programs (both national and provincial) in recent years at the Annual Exhibition of the Institute for Education by Radio, Columbus, Ohio. Confirmatory evidence is found in the rapid increase in the number of classrooms using the broadcasts.

Figures provided by the Department of Transport, Ottawa, show that the number of schools applying for free receiving licences during 1948 was 4655. From returns made by the department of education it may be conservatively estimated that at least six to seven thousand schools are now following school broadcasts. The number of listening classrooms must be at least double this — and the student audience should therefore approximate half a million.

### **Radio-Collège**

For its eighth consecutive season on the French network, *Radio-Collège* adapted its curriculum to the 19th century, in the realm of history, arts, literature, science, and music. Some of the special *Radio-Collège* broadcasts on Sundays have been dealt with on page 8 of this report. These also included *Musée d'Art*, dealing with the lives and work of great painters, architects and sculptors; a series of studies by Abbé Llewellyn of our modern society as seen through the writings of the French author La Bruyère; and hour-long drama adaptations of classics by such authors as Goethe, Hugo, de Musset, Balzac, Ibsen, and Rostand.



The other educational broadcasts of *Radio-Collège* were heard throughout the week an hour a day.

The science program included two series devoted to the most important discoveries of the 19th century, and another to the biographies of 19th century scientists. A weekly book review dealt with books of interest to the *Radio-Collège* audience.

A Canadian history series reviewed Canada in the 19th century, and the part played by Papineau, Lord Durham, Lord Sydenham, Bagot, Metcalfe, Elgin, Baldwin, MacDonald and Laurier.

Half-hour forum periods each week dealt with the sociology of the 19th century throughout the world. The various doctrines were explained, and then their value was discussed. Another series reviewed the work of outstanding storytellers of the period, among them such names as Prosper Mérimée, Daudet, de Maupassant, Dickens, Oscar Wilde, and Kipling.

The *City of Plants* and *The Animal World* were two series prepared respectively by specialists of the Botanical Institute of the University of Montreal, and the Botanical Gardens of Montreal and the Zoological Society of Quebec. Thirty-two different speakers were heard in the series.

Thursday afternoon broadcasts featured the Schola Cantorum of le Grand Séminaire de Montréal, directed by M. Clément Morin; and a cycle of Bible studies conducted by Reverend Father Adrien Malo, O.F.M.

Music Appreciation broadcasts dealt with the work of 19th century composers such as Beethoven, Schubert, Mendelssohn, Schumann, Wagner, Brahms, Franck, Fauré and Debussy.

## CHILDREN'S PROGRAMS

Out-of-school programs for children are broadcast each week day afternoon, after school hours, and on Saturday and Sunday mornings. The CBC, within the limits of a small budget, has been able to program very successfully for younger children, and organizations interested in young people have commended the CBC on its work. The programs, for the most part, are straight-forward narrations, but some of the broadcasts are dramatized. The *New Mother Goose* and *Maggie Muggins* broadcasts were very popular. The *Doorway in Fairyland* series in which young actors are given an opportunity to perform was carried for the second year on the Trans-Canada network. Each region contributed to the block of children's programs, the most popular being *Sleepytown Story Teller* from Campbellton; *The Adventures of Captain Dick* and *Stories of Adventure* from Montreal; *Just Mary*, *David and the Man in the Moon* and *Wanderaway Shoe* from Toronto; *Magic Elephant* and *Magic Adventures* from Vancouver; *Topsy the Toy Poodle* and *The Lavender Cat* from Winnipeg. *Magic Adventures* won a first award at the American Exhibition of Educational Radio Programs, Columbus, Ohio, for "delightful presentation of fantasy in everyday surroundings, successfully carried through in both script and production".

Programs for children, heard on the French network, included a daily serial, *Yvan l'Intrépide*, and a weekly broadcast on Saturdays — *Le Coin des jeunes*. Yvan l'Intrépide, whose altruistic deeds are intended to serve as an example to young listeners, has a large following and thousands of letters are addressed to him each year. *Le Coin des jeunes* is made up of well-known musical masterpieces such as Prokofieff's *Peter and the Wolf*, Ravel's *Mother Goose Suite* and *The Sorcerer's Apprentice*, by Dukas, and stories by Grimm, Perrault, and Andersen. Children are also given, in simple form, information

A group of youngsters taking part in "Le Micro des petits", one of the French network's popular programs for children.



on different topics such as ballet, opera, photography, aviation, and talks on the natural sciences.

Music requested by young listeners is featured on another program, also heard on Saturday mornings.

*Cuckoo Clock House* was again broadcast on Saturday evening on the Dominion network, and *Alan and Me* to the Trans-Canada network on Sunday evening. The musical programs *Calling All Children*; *Folk Songs for Young Folk* and *Melodies for Juniors* were also Trans-Canada network features.

Writers have been encouraged to submit original scripts and the children's program planners are now being well supplied by Canadian authors.

## FARM BROADCASTS

The year has been one of continued success in Farm Broadcast Department operations. *National Farm Radio Forum* completed its ninth consecutive season with a substantial increase in the number of listening groups taking part in this nation-wide project, and *Le Choc des Idées*, a similar forum project on the French network, also had successful year, completing its seventh season. The other regularly scheduled services of the Farm Department have flourished, and two new program series have been undertaken. The opening of CBW, Manitoba, and CBX, Alberta, made it possible to effect a notable improvement in service to Prairie farm families.

### Regional Farm Broadcasts

These noon-hour broadcasts are the foundation of the Farm Broadcast services. They keep farmers in all regions informed on market prices, production methods, agricultural news and weather forecasts. In British Columbia, Central Canada, and the Maritimes, only minor changes were made in the regional farm broadcasts during the year to meet changing needs. In the Prairie region, a major re-organization of operations



*CBC Farm Broadcasts don't overlook the juniors — the farmers of tomorrow.*

has made it possible to provide farmers of all three provinces, for the first time, with a farm broadcast comparable to that heard by farmers in other parts of Canada, and at a suitable listening time. Before CBW and CBX were put into operation an attempt was made to make one broadcast serve farmers in three provinces and two time zones.

The new service is provided by a staff of three well-qualified men, two at Winnipeg and one at Edmonton. A high degree of co-ordination is maintained in order that program material of interest to the whole region may be used on all three broadcasts.

*Le Réseau Rural*, heard six days a week on the French network, gives complete weather forecasts for the province of Quebec plus northern New Brunswick and eastern Ontario; farm and research news, market quotations and folk songs and music. The Thursday broadcast is produced partly in co-operation with the Quebec Department of Agriculture, to help promote such projects as sugar beet production, soil conservation and pest control. Farmers and agricultural scientists are frequently interviewed on the noon-hour farm broadcasts in all regions.

#### **National Farm Radio Forum**

During its ninth season on the air, National Farm Radio Forum, produced by the CBC in co-operation with the Canadian Federation of Agriculture and the Canadian Association for Adult Education, easily maintained its position as the largest listening-group program of its type anywhere in the world. More than fifteen hundred listening groups were registered this year, with more than twelve hundred reporting on a single program. Not all groups from last season were active again, but there was a net increase of one hundred and ninety-four, with four hundred and fifty-three entirely new groups registered and reporting. The total membership of the active groups is about twenty-six thousand, five hundred.

There were twenty-one half-hour broadcasts during the season, of which nine were discussions, six were dramatized features, and six were interviews or talks. The wide range of topics covered included the problems facing young men trying to get established on farms of their own; the influence of press, radio and the movies on farm opinion; discussions of the feasibility of agricultural production insurance; an analysis of general insurance programs and social security proposals; organized marketing versus the open

market and a discussion of taxation and its application to the farm community. Varying shades of provincial and regional opinion were represented on the broadcasts. Among the participants were ten practical farmers, nine farm organization officials, seven technical men, five from business or industry, four members of Parliament, six representatives from the press, radio, and movies, and two officials of foreign governments or international organizations.

*Le Choc des Idées* is the French network counter-part of *National Farm Radio Forum*. It is also broadcast once a week during the winter season. *Le Choc des Idées* has attracted so much attention that it has become part of the curriculum in Quebec Agricultural colleges. The broadcasts were mainly dramatized documentaries intended for listening groups. Twelve were directed to farmers, and the last three to fishermen. Study groups were formed and helped by l'Union Catholique des cultivateurs and La Société canadienne d'enseignement post-scolaire. Topics discussed ranged from colonization to immigration from regional farm fairs to accident prevention.

### **Summer Fallow**

During the summer season when *National Farm Radio Forum* is off the air, the period is used for a series of dramatized programs on rural life — *Summer Fallow*. Its object is to interpret stories of a rural nature to the general public and to acquaint farmers with conditions in their industry in other sections of the country.

As in the past this series has afforded an opportunity for a number of actors to gain their first network experience in dramatic programs.

### **Junior Farm Club Broadcasts**

Early in 1949 a new project was undertaken by the Farm Broadcast staff in the Maritime region. Each Saturday morning a fifteen-minute period is devoted to assisting the Junior Farm Clubs — dairy calf clubs, beef, poultry and swine clubs, potato and grain clubs, and — for the girls only — sewing and home-making clubs. The program is an experiment to see what can be done to encourage our farm boys and girls to develop skills and aptitudes that will fit them for the task of being Canada's future farm population.

If this program is as successful as it gives promise of being, an attempt will be made to develop a similar program in other regions. In the meantime, the commentators at other production points are giving some attention to Junior Club problems on their noon farm programs.

### **Regional Gardening Broadcasts**

These fifteen-minute talks about gardening problems, heard each Sunday morning, continue to be quite popular in all regions both with city and country listeners. *Jardins Plantureux*, *jardins fleuris* performs a similar service for listeners to the French network.

### **Maritime Fishermen's Broadcast**

*The Maritime Fishermen's Broadcast*, which has just completed three years on the air, provides Atlantic coast fishermen with information about their industry in much the same way that farmers are informed through the farm broadcasts. The fifteen-minute program is heard five days a week and gives market reports for both Canadian and United States Atlantic ports, information on ice and bait supplies, detailed marine weather forecasts, and information about research projects connected with the industry. An important service at certain seasons is a report on the position and movement of floating ice-fields and icebergs. In producing the program the CBC co-operates closely with the Dominion and Provincial Departments of Fisheries, the Fish and Wild Life Service of the United States, the International Ice Patrol, and the Dominion Meteorological Service.



## Weather Broadcasts

*Clearing Up the Weather*, a fifteen minute program of light and entertaining information about weather phenomena for the general public, was recently revised at the request of listeners. In the Maritime region a similar program called *Meet Your Weatherman* has brought a heavy mail response. Both programs are produced in close co-operation with the Dominion Meteorological Service, which has undertaken to answer all mail; since it consists largely of questions about the weather and requests for detailed weather maps.

## FEATURE BROADCASTS

Scores of special programs in both English and French were produced by the CBC in this field, ranging from specially prepared broadcasts for such organizations as the Canadian Red Cross Society to the story of maple sugar making at Plessisville in Quebec. These feature broadcasts tell the story of Canada in many ways: by on the spot reports of Canadian life; through talks and drama broadcasts on the work of Canadian charitable and philanthropic organizations as a means of supporting their work; and by special programs commemorating outstanding events and milestones in Canadian history.

CBC contributes heavily to the work of many national organizations in Canada through the production of special programs. CBC contributions include free provision of network wire lines, stations, studios, production and technical personnel, music and reference libraries, as well as the services of artists, writers and musicians for which the CBC also pays.

During 1948, a partial list of organizations supported in this way includes the Christmas Seal appeal of the Canadian Tuberculosis Association; Education Week; Brotherhood Week, Société Saint-Jean-Baptiste; the March of Books; the Canada Savings Loan drive; the Canadian Cancer Society; Jeunesse Etudiante Catholique, Montreal; Canadian Army and Navy Week; the Quebec Chamber of Commerce; Congrès des Educateurs de langue française; World Fellowship Week; several Canadian universities; Les Frères Enseignants du Québec; the St. John Ambulance drive; Victorian Order of Nurses; the Federation of French-Canadian Charities; Community Chests of Canada; the Canadian Legion; the Navy League; the United Emergency Fund for Britain; the Salvation Army; and many others.

A particularly intensive and effective effort was made to focus attention on the annual fund-raising campaign of the Canadian Red Cross Society. Both CBC sustaining as well as sponsored programs vividly portrayed the wide variety of activities in which the Red Cross participates. The combined efforts of all media of promotion and publicity resulted in the appeal for three million dollars being over-subscribed.

The effectiveness of these special CBC programs is also illustrated in another way. *The Case Against Cancer*, written by Lister Sinclair and first produced last year, was awarded a first prize at the Annual Exhibition of American Radio Programs held in connection with the Institute for Education by Radio at Columbus, Ohio. This special program received the award for "an adult, scientific approach to a serious human problem, effectively escaping the cliché of fear as an appeal".

One of the oldest public service broadcasts in Canada, the *Northern Messenger Service*, was again broadcast each week from November to March over CBC Transmitters CBK, CBW, CBX, CBA, and by the CBC International Service using call letters CKLO and CKOB. More than four thousand messages were broadcast during the season, to missionaries, nurses, trappers, government officials, weather stations, RCMP officers, and others in the far North who were out of touch with home, and could not be reached by



the regular means of communication. A special Christmas night program was broadcast in the *Northern Messenger Service*, including a message from the Prime Minister.

## ENCOURAGING NEW TALENT

In its operations across Canada, the CBC does more to encourage and develop talent than any other organization. Many hundreds of Canadian singers, instrumentalists, actors and writers depend on the activities of the Corporation for a considerable part of their livelihood.

As an example of its continuing interest in the search for and development of new talent, particular mention should be made of the Corporation's latest activity in this field. During the winter season the French network began a competition under the title *Nos Futures Etoiles* which was thrown open to any Canadian singer under thirty years of age, with a concert, opera, or light opera repertoire. Arrangements were made to have singers record their auditions at any CBC station in Canada, and the CBC contributed toward the travelling expenses of those singers invited to Montreal, where the programs originated. Contestants received a fee for appearing on the program.

Applications were received from 626 candidates, representing six provinces and the United States. The majority, 564, were from Quebec; there were 49 from Ontario, four from Nova Scotia, one each from New Brunswick, Manitoba and British Columbia, and six from the United States. Of the 626 candidates, 174 withdrew their applications for auditions after the first few broadcasts. Among other reasons for their withdrawal it may be assumed that the high standard of performance established early in the series suggested that only those with exceptional talents had any chance of qualifying.

Forty-four contestants were selected from the remaining candidates, and were heard on the air. Five independent judges cast votes separately, and the winners were announced in a gala broadcast at the close of the twenty-six week series. They were Louise Roy, 24-year-old dramatic soprano from St. Boniface, Manitoba, (who also won the first award in the *Singing Stars of Tomorrow* contest, a sponsored program heard on the Trans-Canada network), and Jean-Pierre Comeau, a 22-year-old lyric bass from Granby, Quebec. Both winners of the *Nos Futures Etoiles* series received an award of \$500 from the CBC, and a twenty-six week radio engagement on the French network as guest artists. They will be heard as the regular artists on the next series of *Nos Futures Etoiles*.

Ten semi-finalists in the series were invited to broadcast on the French network as guest soloists with an orchestra.

### **Opportunity Knocks**

As another illustration of how the CBC encourages the development of new talent in all the various branches of the entertainment field, the program *Opportunity Knocks* is particularly outstanding. This talent show, broadcast on the Dominion network with John Adaskin as master of ceremonies, has originated in Toronto during the past two years. Finances permitting, it is hoped to originate the program from other main centres across Canada so that talented singers and musicians in other parts of the country may participate in greater numbers.

Since this CBC program began, more than 2,500 people have been auditioned. More than 1,000 have been auditioned in the past twelve months — and the program has given a network hearing to 210 artists, including 40 radio announcers. It has proved to be a valuable market place for professional and semi-professional talent to sell its wares.

At least 90 per cent of the announcers heard on *Opportunity Knocks* are now placed in station jobs across Canada.

The majority of the artists who appeared on the program in the past year are getting a steady stream of engagements. Scarcely a show is heard that doesn't bring at least one enquiry for an artist who has been heard on the program.

For example, soprano Doreen Hulme of Sault Ste. Marie, Ontario, winner of the fifth series, has been guest soloist on several leading network shows and was also booked by CBC for the Gilbert and Sullivan series. The rest of her time is filled with concert engagements. Phyllis Marshall, Toronto blues and jazz singer, was offered more engagements than she could accept as a result of a winning appearance on *Opportunity Knocks*. Other singers and musicians are doing regular work in night clubs, at banquets and concerts, and on network radio programs. Several have their own radio shows. One has gone to Italy to pursue an operatic career. Others have made professional New York debuts. A baritone, Douglas Rideout, is in the road company of the musical comedy *Brigadoon*.

At the end of each 13-week cycle of *Opportunity Knocks*, the grand award — a program series on the CBC Dominion network — is given to the winner picked by studio applause and listener vote across Canada.

Auditions are held weekly at CBC studios and are open to all, 16 years and over. There is no bar to color, race or creed — the only criterion is talent, of top professional calibre. Every artist appearing on the program is paid a professional fee and in addition the most popular artist of the week is re-engaged for another appearance at a fee of \$50.

#### **Recital Periods**

Recital Periods, scheduled regularly on a regional basis, provide an outlet for lesser-known professional talent. In the eastern region, for example, there has been an afternoon recital period five days a week ; and another recital period on Sunday mornings. One hundred and thirteen recitals by 51 artists were heard on Prairie regional networks during the past year. The same pattern is followed in each of the other regions.

#### **Auditions**

Auditions for new artists are held periodically at each of the main CBC production points, where a panel of judges, composed of one CBC representative and two competent persons from outside the Corporation, pass on the merits of the candidates.

In Vancouver, for example, an audition is held each week throughout the winter season. One week, auditions are held for actors, and the next week for vocalists and musicians. Candidates are placed in three categories — those whose performance is acceptable, and who are recommended for employment as broadcast artists, should the occasion arise ; those who show real promise but need further training ; and those who are not recommended as broadcast artists.

When a contestant is recommended, every effort is made to find a program on which he can be presented. *CBR Presents*, a fifteen-minute morning program twice a week, presents artists usually on their first radio appearance. *Pacific Pianoforte* is another series which has been running throughout the year and which presents each week a distinguished young pianist. *Pacific Showcase* is a program scheduled for about thirteen weeks each year, with the purpose of giving young musicians and actors an opportunity to appear on a large-scale program, and bring them to the attention of the public. Music is supplied by a sixteen-piece orchestra. Two young singers are usually presented, and also a young actor or actress, recently auditioned, is given an opportunity to show his ability in a short, specially-written drama. As soon as young artists show their worth, they are absorbed into our regular major programs. In the last two years, more than 400 candidates have been auditioned in Vancouver. Of this number, 139 were found to be suitable for broadcast work when the occasion arose. Ninety-seven have so far been used on the air.

This is representative of the pattern of talent development followed in all main CBC production points. Applications of suitable candidates throughout the Prairie Region are submitted to Winnipeg by means of recordings. Private stations are encouraged to bring to our attention in this way any local talent of outstanding potentiality. In the past two years more than 200 candidates have been auditioned in Winnipeg, of which number 95 have been used on the air.

In addition to the number of vocalists and instrumentalists auditioned and used on the air in programs originating in the Maritime region, special mention should be made of the CBC's drama workshop in Halifax. From the beginning of 1947 to the end of March, 1949, ninety-three different actors and actresses were used on the air, in dramatic programs. During the past year, for example, about 70 actors and actresses were auditioned in Halifax, and 59 were selected for training. Of this number, 40 were used on the air this year.

Music to accompany the drama productions of the CBC's Halifax Workshop has been provided by a fourteen-piece orchestra organized and trained last year with the co-operation of Mr. Walter Kaufmann, now permanent conductor of the Winnipeg Symphony Orchestra.

A negro choir was used on the 1948 Christmas broadcast from Halifax, and from this was selected an eight-voice group, which has been increased to twelve. The group is being trained and rehearsed to appear on a program of negro spirituals.

## RELIGIOUS BROADCASTS

It is the first concern of the CBC to provide suitable representation to Canadian denominations for religious broadcasts. The broadcast periods are made available to the churches without charge on CBC stations and networks. The apportionment of time is worked out with the co-operation of the National Religious Advisory Council, and the number of hours assigned to each denomination is regulated by the percentage of adherents, as based on the Dominion census figures.

The Council's main concern is with *Church of the Air* and *Religious Period*, broadcast on the Trans-Canada network on Sundays. The council not only allots churches and speakers for these two half hour periods, but also acts in an advisory capacity to the CBC.

During the year the Anglican, United, Presbyterian and Baptist communions joined in the presentation of an effective series of talks in the *Church of the Air* series. The Roman Catholic series by Father Matthew Meehan of the Redemptorist Fathers, Woodstock, Ontario, on the subject of *Your Romance*, was widely heard during *Religious Period*. The popular BBC dramatized series *The Man Born to be King*, by Dorothy L. Sayers, was repeated on the Dominion network at the request of many listeners. Two Lenten series by Bishop W.F. Barfoot of Edmonton, and the Reverend Northcote Burke of Toronto were scheduled in Holy Week.

Listeners to the French network were provided with many religious programs. These included High Mass on the first Sunday of each month during the Fall, Winter and early Spring, alternating among Montreal, Ottawa, Quebec, Three Rivers and other points; weekly religious talks on Saturdays from October to April; weekly religious forums; and a monthly pilgrimage of the sick to St. Joseph's Oratory.

Midnight Mass on Christmas Eve was broadcast from the Grand Seminary in Montreal, and other High Masses, such as the Marian Mass in Montreal Notre Dame Church in August, 1948, were broadcast throughout the year.

*Morning Devotions* were broadcast regularly from all CBC stations.

The Sunday Trans-Canada network dramatized presentation, *The Way of the Star*, was broadcast from October to June. It is designed to familiarize young people with the stories of the Bible, and has met with a great response each year.

Local Sunday morning services were broadcast in Winnipeg, Toronto, and Montreal, originating in the various Protestant churches chosen by the local committee of the National Advisory Council. The Radio League of St. Michaels is broadcast on CBL, Toronto.

The series *World Church News*, conducted by Dr. W.L. Gillighar, General Secretary of the Canadian Council of Churches, provided news of the Christian Church throughout the world. A less formal religious period on the Trans-Canada network, *Evening*, is devoted to sacred music, hymns, and a short non-denominational address. There is much evidence to show that programs of a religious nature are appreciated greatly, especially by those listeners who are unable to participate in normal religious worship.

## INTERNATIONAL RADIO RELATIONS

The CBC co-operates to the fullest possible extent in furthering the free interchange of programs and ideas between the broadcasting systems of various countries. During the year programs were exchanged, given or received from United States networks, the BBC and other Commonwealth radio systems, Radiodiffusion Française, Bahamas Broadcasting, Radio Nacional de España, Radio Munich, Radio Bremen, Radio Hamburg, Radio Italia, and radio systems in Switzerland, Belgium, Nigeria, Norway, Poland and China. Several of these radio systems also sent representatives to Canada during the year to study various phases of CBC operations, especially the dual nature of financial support — licence fees and some commercial income — and also to study CBC programming. Others sent similar inquiries by mail.

Programs and program ideas are exchanged regularly with networks and stations in the United States and with the British Broadcasting Corporation, and to a lesser extent with the other systems mentioned above.

As an example of special programs provided other countries by the CBC, a series of talks for women was recorded and sent to Australia and New Zealand for release on stations in those countries. Another series of talks for women was recorded for the BBC Women's Hour. A special program about Niagara Falls was prepared by the CBC School Broadcast Department for BBC School Broadcasts.

Programs have been made available to United States networks and stations by line and recordings, and in two cases American stations have been given permission to broadcast some CBC programs through a direct pickup of the signal from one of the CBC transmitters. Examples of Canadian programs requested by American networks and stations include several Wednesday Night features, *Clary's Gazette*, *Starlight Moods*, and the *Don Wright Singers*. This latter program originated at CFPL London and was broadcast in Canada over the CBC Dominion network. Contributions to the NBC series *Orchestras of the Nations* from Canadian centres were arranged by CBC. Canadian-American Day ceremonies from the College of William and Mary, at which Canada's Governor-General and Prime Minister received degrees, were broadcast in both Canada and the United States.



## BROADCAST LANGUAGE

The Supervisor of Broadcast Language, by visiting all main production centres and also examining work by means of recordings, gives individual coaching and advice to announcers on regional and national networks. Instructions on pronunciation and usage are issued frequently. Auditions for applicants for announcing positions are held regularly in each region. Members of CBC's clerical and administrative staff interested in announcing have been given instruction in speech and usage.

The Supervisor has contributed to the staff magazine, RADIO, a regular column on English usage and pronunciation; and prepared and delivered for the Wednesday Night program a three-week series entitled *The Well of English*, reviewing changes in English usage through the centuries.

## NETWORK DEVELOPMENT

Network development was carried forward by the addition of stations at three new service points and of low-power relay stations at a number of repeater points. Alternative service was also established at one existing service point. New points on the Trans-Canada network were St. Thomas, Ontario, served by station CHLO, and Bridgewater, Nova Scotia, served by station CKBW. On the Dominion network new service was provided at Vernon, British Columbia, through station CJIB. Alternative service was made available at Sydney, Nova Scotia, with the opening of the new CBC station CBI as the Trans-Canada outlet and the transferring of CJCB to the Dominion network. New low-power relay stations were established at Dryden, Ontario; Princeton, British Columbia; and Field, British Columbia.

These additions were effected with a mileage increase on the Trans-Canada network of 98 miles and on the Dominion network of 185 miles.

There was an increase of some two and a half per cent in the overall number of network programs carried, and an increase of nine per cent in the number of mile-hours of network operation. These increases consisted for the most part of extensions in Dominion network programming.

The 1948 Christmas message of His Majesty King George VI was made available over CBC network facilities to 125 of the standard band broadcasting stations and to 16 low-power relay stations, constituting the most extensive all-Canadian coverage yet achieved for any broadcast.

## COMMERCIAL PROGRAMS

An increase in the number of sponsored programs scheduled on the Dominion and French networks was registered for the year 1948-49 but this increase was offset to some extent by the discontinuance of several sponsored programs from the United States on the Trans-Canada network.

Approximately 19 per cent of the combined broadcast time of the three networks was occupied by sponsored programs. Sixty per cent of the sponsored network programs were Canadian productions, and the rest originated with United States networks.





*"The Happy Gang", beginning their thirteenth year on the CBC networks, as one of Canada's most popular commercial programs.*

## TRANS-CANADA NETWORK

### Daytime

The Trans-Canada network continued to schedule the musical variety shows *Breakfast Club*, from Chicago, *Singalong* and *The Happy Gang*, from Toronto. The latter program was also scheduled on the Mutual Broadcasting System.

Claire Wallace continued with her Monday, Wednesday and Friday broadcasts *They Tell Me. What's Your Beef?*, conducted by Don Sims, was a broadcast of unrehearsed interviews. In addition to those conducted on the street, many took place at service clubs, luncheons and various other gatherings.

The dramatic fifteen-minute serial programs continued to maintain large audiences. The serial programs scheduled during the morning period were *Aunt Lucy*, *Laura Limited*, *Big Sister* and *Road of Life*. Those broadcast during the afternoon were *Life Can Be Beautiful*, *Ma Perkins*, *Pepper Young's Family* and *Right to Happiness*.

### Evening

Many outstanding musical programs were sent to listeners across Canada and included the *Toronto Symphony Pop Concerts* under leading Canadian conductors. Well-known Canadian and international artists appeared on the programs.

From Vancouver, the Pop Concerts were broadcast to the Pacific Region of the network on Thursday evenings.

Other musical programs produced in Canada were the *Northern Electric Hour*, *Canadian Carcade*, and a new program, *Comrades In Arms. Singing Stars of Tomorrow*, heard each Sunday afternoon, completed its sixth season of broadcasting in search of young Canadian vocalists from all parts of the Dominion. On the final broadcast four valuable scholarships were awarded to the successful artists.

The Canadian dramatic program *John and Judy* completed its ninth year on the air. Two outstanding Canadian comedians, Johnny Wayne and Frank Shuster, were again

heard on the network. Audience participation shows included *Share the Wealth*. In the field of sports the regular Saturday night National Hockey League games were broadcast from Toronto, and Wes McKnight's hockey interviews were also heard on Saturday.

Programs of American network origin were the Metropolitan Opera broadcasts from New York, *Arthur Godfrey's Talent Scouts*, *Album of Familiar Music*, the *Jack Smith Show*, and comedy programs such as *Ozzie and Harriet*, *Fred Allen*, *Bob Hope*, *Fibber McGee and Molly*, and *Kraft Music Hall*. Dramatic shows included *Lux Radio Theatre* from Hollywood, and *Mystery Theatre*.

## DOMINION NETWORK

### Daytime

The Dominion network is not yet operating on a regular basis during the daytime hours. However, two sponsored daytime programs were scheduled — *Your Women's Editor* - *Kate Aitken*, broadcast from Toronto on Monday and Wednesday and from Montreal on Friday, and *The Fred Waring Show*, from NBC, broadcast Monday and Wednesday.

Special daytime broadcasts included the World Series Baseball games from Boston and Cleveland, and running of the Kentucky Derby, the Preakness and the Belmont Stakes.

### Evening

Among the sponsored programs scheduled on the network during the year were musical programs featuring *The Leslie Bell Singers* with an orchestra conducted by Howard Cable, from Toronto. From Montreal came *C.I.L. Serenade* conducted by Jean Deslauriers, and *Talking to the Stars* with an orchestra led by Buddy Clarke.

Other Canadian originations included a variety show featuring Mildred Morey, *Treasure Trail*, and the drama *Curtain Time*. From Vancouver, *Harmony House* was scheduled for the first time on the Dominion network, but for its sixth year on a Canadian network, and *Burns' Chuckwagon* was heard for its second year.

Programs from the American networks included musical variety shows such as *Club 15*, Monday through Friday ; *Spike Jones* ; *Pause That Refreshes*, and the *Carnation Contented Hour*. Robert Merrill and the Boston Pops Orchestra were brought to Canadian listeners for the first time this year. *Twenty Questions* continued to attract a large audience.

Dramatic programs scheduled were *Big Town*, *Suspense*, *Ford Theatre* and *The Fat Man*. Comedy shows included *Blondie*, *My Friend Irma*, *Amos 'n' Andy*, *Aldrich Family* and *Milton Berle*.

The Friday night boxing bouts from Madison Square Garden were heard again this season and the new program *Migo Sportstime* originated at Montreal and other points across the Dominion.

## FRENCH NETWORK

The majority of the programs heard during the previous season were again scheduled on the French network.

With the exception of a few English musical programs extended to the French network, all sponsored programs scheduled during the past season originated from the

CBC studios at Montreal and Quebec. These afforded opportunities for the employment of many Canadian artists. Sponsored programs extended from CBC English networks to the French network, but with commentaries in French, were the Metropolitan Opera series; the *Album of Familiar Music*; the Toronto Symphony Pop Concerts; the *Edith Bell Singers*; and the *Northern Electric Hour*.

Among the new programs were *Tambour Battant* broadcast from Montreal; *Les Peintres de la Chanson* from Quebec City; *Qu'est-ce qui ne va pas?*, the French counterpart of *What's Your Beef?*; *Connaissez-vous la Mique?* a musical quiz feature; and *Tambour à M'lasse*, which presented a picture of life in the slums of a great city.

### Daytime

The fifteen-minute daytime serial programs were *Jeanne Dorée*; *Rue Principale*; *Tante Lucie*; *Grande Soeur*; *Maman Jeanne*; and *Françoise Louvain*. *La Métairie Rancourt* returned during the past season after a two year absence, bringing a true-to-life picture of rural Quebec with its colorful background.

The musical program *Le Quart d'Heure de Détente* was heard Tuesdays and Thursdays. *A L'Enseigne des Fins Gourmets* featured comedy skits and advice to homemakers on culinary problems by Mme Rose Lacroix. *Les Joyeux Troubadours* has completed another successful season on the air, adding new talent. *Les Alouettes Eveready*, an instrumental ensemble, featured songs of French folklore. In the field of comedy, *Quelles Nouvelles*, with scripts by Jovette Bernier, completed its tenth season on the air.

### Evening

*Les Radio Concerts Canadiens* continued to feature internationally-known French Canadian artists. *Radio Carabin*, a full hour variety program again presented renowned artists as well as the unique comedy atmosphere for which the series is famous. Other musical programs included a French version of C.I.L. *Serenade* and *Mosaïque Canadienne*, starring the coloratura soprano Claire Gagnier.

Prominent artists in the musical world were heard on the program *Les Talents de Chez nous*. The two popular singers Rolande Desormeaux and Robert L'Herbier were heard in the series *Rolande et Robert*, broadcast Monday through Friday. *Les Troubadours du Québec* were heard Tuesdays and Thursdays singing songs of French Canada. The well-known quiz show *Qui Suis-je?* continued to maintain a large following.

The most outstanding of the daily serial programs continued to be *Un Homme et Son Péché*. Another dramatic serial program which attracted many listeners was *Métropole*, dramatizing the life of a family in a great city.

*Le Théâtre Ford* featured radio adaptations of French films as well as original plays by Canadian and other authors.

In a lighter vein, the French network brought to its listeners *Le Bal des Copains* featuring *diseuse* Lucille Dumont and guest artists.

*Ceux Qu'on Aime*, a half-hour dramatic serial, has now completed its twelfth year on the air.

For sports fans the National Hockey League games were broadcast from Montreal each Saturday, as well as interviews of hockey players by Michel Normandin. In addition, the World Series baseball games with play-by-play commentaries in French were heard by Quebec listeners.

## SUBSIDIARY HOOKUPS

During the year ending March 31st, 1949, the Corporation authorized the following hookups for advertisers using two or more privately-owned stations for a regular program series. The majority of the programs were scheduled between September 1st, 1948, and March 31st, 1949 :

Ontario : six (1 originated in London, 1 in Hamilton and 4 in Toronto).

Quebec : 13 (all originated in Montreal).

In addition there were 12 non-sponsored subsidiary hookups authorized in the province of Quebec (11 originated in Montreal and 1 in Quebec City).

Twenty-four subsidiary hookups were authorized by the Corporation for the broadcasting of sporting events, hockey, football, etc. The majority of these hookups were composed of two stations, many originating in the Prairie provinces. The running of the King's Plate in Toronto was broadcast in Ontario over a group of ten private stations.

## STATION RELATIONS

Again this year affiliated private station representatives met with the CBC in regional network conferences to examine local and network programming with the result that closer integration was possible. Continued liaison with individual stations has been performed by Station Relations resulting in wider program distribution and closer co-operation between the CBC and private stations. Attention has been directed to programs of outstanding merit scheduled to the Trans-Canada, Dominion and French networks, and through the co-operation of private stations CBC sustaining network service has been available to a higher portion of the Canadian radio audience than heretofore. Special mention might be made of the distribution of School Broadcasts and CBC Wednesday Night.

Network scheduling in the Western time zones particularly is complicated each year with the switch to daylight saving time. Although the number of centres remaining on standard time is reduced, problems are encountered. The increase in the network operating hours provides evidence of the number of programs delayed because of daylight saving time.

### **Program Statistics**

On the Trans-Canada, Dominion and French networks for the fiscal year ending March 31st, 1949, 63,869 programs representing 19,792 hours were broadcast. Non-commercial service continued to make up by far the greater portion of the total of network programs with 80.4 per cent of the total hours non-commercial service and the remaining 19.6 per cent commercially sponsored programs.

The National network which is a combination of the Trans-Canada, Dominion and French networks broadcast .04 per cent of the year's broadcasting hours. The Trans-Canada network carried 63.87 per cent, the Dominion network 10.09 per cent and the French network 26.0 per cent. Although these figures for the three networks compare very closely with the figures shown in last year's report, there is an increase in Dominion network operations of over 650 hours and of this increase well over half is non-commercial service.



For the fiscal year under review an increase of 903 hours of non-commercial service is shown over the 1947-48 figure, a trend which has been evident from year to year.

### **Origination of Programs**

Of the total hours of network broadcasting 80.2 per cent was originated by the Corporation, 2.7 per cent was originated by private stations and the remaining 17.1 per cent originated from the BBC and the American networks. A slight increase in the exchange service from the BBC and the four American networks is shown.

Montreal continued to originate the greatest number of network programs, amounting to 5,396 hours. Toronto followed with 3,232 hours, Vancouver 2,542 hours, Winnipeg 2,186 hours, Halifax 1,681 hours, Quebec 474 hours and Ottawa 358 hours.

### **Exchange Programs**

The American networks for the year 1948-49 contributed a total of 3,003 non-commercial and commercial hours to our schedule. This shows an increase of 161 hours over last year's figure which is approximately half of the 326 hours decrease shown in that report.

In addition to the above, 1,654 programs representing 372 hours were carried from the BBC. This figure shows an increase of a little over 100 hours more BBC service carried over CBC networks this year.

With the exception of two programs which were fed to NBC, the full complement of CBC service carried in the United States was released on the Mutual network. Sixty-three programs consuming 26 hours were sent to the United States this year, a considerable decrease from the 1947-48 figure.

### **Classification of Programs**

Musical programs occupied the greater portion — 51.1 per cent — of this year's broadcasting schedule. This amounted to 10,119 hours, classified in the following categories: light music 4,064 hours; semi-classical 1,509 hours; dance 1,232 hours; variety 1,204 hours; classical 499 hours; symphony 803 hours; opera 242 hours; oldtime music 232 hours; band music 189 hours, and sacred music 144 hours. Spoken word programs occupied 9,672 hours in the following categories: news 2,241 hours; drama and feature 2,568 hours; talks-informative 1,704 hours; agriculture 911 hours; educational 481 hours; women's talks 514 hours; religious 308 hours; children's 502 hours; sports 377 hours; and prose and poetry 67 hours.

### **French Network Programs**

The French network carried 5,146 hours of non-commercial and commercial service exclusively. An additional 392 hours were carried by the French network in conjunction with either the Dominion or Trans-Canada networks. Musical programs again occupied the greater part of the broadcasting schedule of the French network. Fifty-seven per cent of the programs carried on this network were of a musical nature, and the remaining 43.0 per cent were spoken word programs.

### **Subsidiary Hookups**

For the period under review 1,646 programs consuming 811 hours were broadcast over subsidiary hookups. The increase of 116 hours over the previous year's figure can be attributed to an increase in the subsidiary hookups operating in the province of Quebec. Subsidiary hookups on English stations accounted for 423 hours. The remaining 388 hours were broadcast over French subsidiary hookups.

Musical programs occupied 44.4 per cent of the total hours with spoken word programs taking the remaining 55.6 per cent.



## BROADCAST REGULATIONS

There were two regulation amendments worthy of note during the year. Effective September 1st, 1948, Regulation 10 (b) was suspended, lifting the prohibition against the mention of prices of goods or services. On November 1st, 1948, the news regulation was revised to permit commercial announcements at the beginning and end of news broadcasts. The ban against advertising content in the body of a news broadcast was retained.

Along the line developed in previous years, broadcasting stations submitted "Report of Performance" forms, showing the station's operations for one week. These reports, together with the results of analysis of station logs for infractions of the regulations, formed the basis for the annual review of broadcasting activities by the Board of Governors.

During 1948, provincial elections were held in New Brunswick, Quebec, Ontario, Saskatchewan and Alberta. In conformity with the policies set forth in the pamphlet entitled *Political and Controversial Broadcasting*, the Broadcast Regulations Division met with provincial political representatives to allocate free time on provincial networks for broadcasting in these campaigns. Privately-owned stations co-operated with the Corporation in the formation of these provincial free networks, assuring full distribution of the various points of view.

To expedite and assist all radio stations and advertising agencies in the clearance of radio advertising copy for products marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act, a monthly expiry notice was inaugurated. This notice lists food and drug products for which previously cleared radio advertising copy has expired, and which is no longer authorized for broadcasting.

## PRESS AND INFORMATION SERVICE

This Division is responsible for the provision and distribution of news about radio programs and program schedules, in both English and French, to daily and weekly newspapers in Canada, other publications, individual listeners, radio officials, and interested groups. Picture releases in the form of plastic stereotypes — an exclusive CBC feature — continued to receive wide acceptance by weekly editors. These are replaced or supplemented by matrices as required.

The regular provision of program information is handled on a regional basis.

The Division has discontinued the free distribution, to individual listeners, nationally, of a monthly publication known as *Program News*, because of increasing demand for copies and rising costs. To effect economies, the regular provision of program information to newspapers and the trade has been combined with a service for individuals. Publications called *CBC Times* are issued each week for eastern Canada and the Prairie region, and made available to individuals on a subscription basis. Only in this way has it been possible to meet growing requests from individuals, for more complete program information and program listings. It is hoped to provide a similar service for listeners in the British Columbia region.

A wide variety of other printed matter has been issued throughout the year, in both English and French, to publicize special series of programs such as *Citizens' Forum*.

*The Hour on Maple*, *National Farm Radio Forum*, *Le Choeur de Liège*, women's talks programs, school broadcasts, *Radio College*, *New Features Today*, the Gilbert and Sullivan series, the Wednesday Night program, and *The Way of the Street*. Many of these folders and pamphlets are distributed through interested organizations, whose assistance is greatly appreciated.

Increasing use has been made of the radio medium as a means of publicizing CBC programs. A regular service of microphone announcements of forthcoming programs has been provided to CBC stations, both English and French, and to private stations on the networks. The P. & I. office in Vancouver has produced a five-minute daily program publicizing programs to be heard later in the day, and the French network P. & I. office has produced each week-day a fifteen-minute program entitled *Sur Nos Ondes*.

Press and Information has been responsible for the provision of special display material at events where CBC has been represented; for studio tours at locations where there is P. & I. representation; for handling part of the mail received from listeners; for the purchase of books and the maintenance of a central reference library; the handling of most telephone enquiries by listeners, and the limited amount of direct advertising undertaken by the Corporation.

## TECHNICAL DEVELOPMENT

During the past year, several major additions to the CBC broadcasting plant were completed to the point where all equipment is now operating. Several other major projects were approved, including new office and studio accommodation in Montreal, the construction of one new broadcasting station, and an increase in power for two existing stations.

### STANDARD BROADCASTING

#### **Alberta**

Station CBX, Lacombe, a 50 kw. outlet with directional array, was officially opened on September 8th, 1948. Studios are located in the MacDonald Hotel in Edmonton. It has not been found possible to complete the surveys necessary to determine the full efficiency of the directional array and antenna adjustments, but this is under way.

#### **Manitoba**

Station CBW, with transmitter at Carman, a 50 kw. outlet replacing CKY, was officially opened on September 3rd. The studios are situated in the Manitoba Telephone System Building in Winnipeg. The performance survey for this station has been completed and the coverage obtained from the station has fully met expectations and predictions. The manufacturer supplying the transmitting equipment has some work to finish before the project is fully completed.

#### **Ontario**

Station CJBK, with transmitter at Hornby, a 50 kw. outlet replacing the former 5 kw. outlet at Dixie, was officially opened on August 31st. The transmitter is operated

*Lacombe, Alta., is the site of the new transmitter building for CBX — one of two new 50 kw Prairie stations opened by the CBC this year.*



in the same building as the CBL 50 kw. transmitter and into the same antenna system, effecting a saving of nearly \$200,000 as compared to the cost of a new isolated transmitter — such as at Carman or Lacombe — and with a considerable annual saving in operating expenses because of joint operation. CBC engineers and engineers of the Northern Electric Company have yet to make some final adjustments respecting the antenna system. This is expected to be a unique undertaking and a new step forward in economical AM broadcasting transmitter operations.

A new 10 kw. transmitter situated near Windsor, with studios at Windsor, has been approved. A site has been selected and purchased for the transmitter project and it is expected that work will get under way during 1949 on the construction of a suitable transmitter building and the erection of an antenna system. This station will operate on 1550 kc/s at 10 kw. in order to provide minimum power requirements for Canada under the North American Regional Broadcasting Agreement. A satisfactory studio location has been found in Windsor and it is expected that work on the construction of suitable studios will be under way at the same time as the construction of the transmitter building.

#### **Quebec**

Station CBJ, Chicoutimi, a 10 kw. outlet employing directional antenna, replacing a 1 kw. transmitter at that location, was officially opened on August 26th. The old studios were replaced with more modern and larger studios at a new location.

At Marieville, near Montreal, where the CBC now operates radio station CBM, the English outlet in the Montreal area, a 50 kw. transmitter will be installed in an extension of the existing transmitter building. Plans provide for a directional antenna system so that this station may operate with maximum power requirements of 50 kw. as a Class I-B station on 940 kc/s. This channel is also occupied by the Mexican station XEQ, which must provide protection for CBC operations under the terms of the N.A.R.B.A.

#### **Nova Scotia**

Station CBI, Sydney, a 1 kw. outlet, was officially opened on November 1st. This transmitter is operated on a rental basis under a joint system of operation for transmitter

only, with the existing privately owned station C JCB. This is considered a temporary expedient — until such time as the CBC can construct its own station in the area — in order to ensure improved CBC network service in the Sydney area.

### **British Columbia**

At Vancouver, it is planned to increase the power of CBR from 8 to 16 kw, to provide minimum power requirements as a Class I-B station under the terms of the N.A.R.B.A. It is expected that field work on this project, as at Marieville and Windsor, will get under way during the summer of 1949 so that all three projects can be completed, it is hoped, in 1950.

### **Newfoundland**

The Engineering Division assisted in the task of having a network system in readiness for Newfoundland's entry into Confederation so that network programs might be sent to and from stations of the new province when such service was required. CBC engineers co-operated with Department of Transport engineers in the setting up of FM microwave circuits between New Waterford, C.B.I., and Table Mountain in Newfoundland, for two-way transmission across Cabot Strait of network programs; and with C.N.R. Telegraph engineers in the setting up of a network system to connect the four Broadcasting Corporation of Newfoundland stations at St. John's, Grand Falls, Corner Brook, and Gander. In Newfoundland, CBC engineers also co-operated with engineers of the Broadcasting Corporation of Newfoundland to provide and install equipment required at studio and transmitter points to carry out eventual network operations.

### **General**

Relay transmitters installed at several points along the CBC network system were CBI D, Dryden, Ont.; CBRD, Field, B.C.; CBRR, Ashcroft, B.C.; CBRP., Princeton, B.C.; and CBLF, Foleyet, Ont.

## **INTERNATIONAL SERVICE**

The medium gain antenna arrays at Sackville were modified, during the year, to reduce the standing wave ratios on the transmission lines for all conditions of slewing and reversing. These arrays are the ones used for transmission to South America and the West Indies and to South Africa and Australia. The previous high value of standing wave ratios prevented full power output on some positions of slewing, particularly during severe icing conditions. Extensive tests were made during the previous year on a model in order to confirm theoretical calculations. After the modifications had been made, it was found that loading under severe winter conditions was much improved permitting full power output at all times.

## **TELEVISION**

Members of the Engineering Division have been keeping abreast of the latest technical development in television transmitting and studio construction and operation, and also in connection with the setting up of networks to connect television, from the standpoint of program value, convenience and economy. A television allocations committee has been established within the Engineering Division to work with the Department of Transport engineers and others, and also a member of the CBC Engineering Division has been named Chairman of a Television Technical Advisory Committee set up



by the Canadian Radio Technical Planning Board. This Technical Advisory Committee of the Planning Board, with its Sub-Committees, is expected to play a most important part in bringing to the attention of the radio authorities in the country technical facts in connection with all engineering phases of television which have been agreed to by the radio industry in Canada as a whole. These engineering facts will be necessary to the radio authorities in helping to formulate policy with respect to television broadcasting standards for Canada.

## **RADIO CANADA BUILDING**

The Ford Hotel property on Dorchester Street in Montreal was obtained by the Government of Canada for the use of the International Service, whose expanding operations were carried on in several inadequate buildings in the Montreal area. At the same time, it was found possible to lease space to the CBC for its studio activities centered in Montreal for stations CBM and CBF. In addition, the CBC obtained office space for its Engineering Division also on a leased basis. The need for centralized offices and studio accommodation, which has been apparent for many years, was brought to a head in January, 1948, when for two months the CBC lost its main studio centre in Montreal, following an explosion in a building which was rapidly becoming obsolete for the purposes of broadcasting. Existing buildings in the City of Montreal were investigated, as well as new building projects considered, but it was only after all possibilities had been exhausted that the CBC Management, acting on the advice of its Engineering Division, recommended to the Government the purchase of the Ford Hotel as a suitable location and building for the International Service, and certain units of the local service formerly housed in various buildings in the Montreal area.

The Ford Hotel property, before being declared acceptable for the needs of broadcasting, was examined carefully — especially the steel construction of the building and the general spacing of columns so important in designing adequate studios. The building, which is of steel, concrete and brick construction, was found to be almost ideal for the purpose. Only very minor changes were necessary in steel structure and no changes whatever in the ground floor where the major studio construction was to take place. The job of altering these premises for broadcasting purposes is progressing rapidly. At present, part of the International Service offices, the Engineering Division, and part of Administration occupy space in the building. It is not expected, however, that the main studio section will be completed and occupied until early in 1950, and this is according to the original schedule.

## **FREQUENCY MODULATION**

CBC FM transmitters in Montreal, Toronto, Ottawa and Vancouver have continued regular operations throughout the year and have been providing on FM the same program schedule as the CBC AM stations with which they are associated. Reports indicate that many listeners use and appreciate the service.

## **OPERATIONS**

The new studio and transmitter plants brought into operation during the year brought increased operating responsibilities. Keeping the eventual provision of programs to Newfoundland in mind, additional technical facilities at Sydney, N.S., were provided and plans made for a necessary increase in staff. It is planned to route network service to and from Newfoundland through Sydney.



A high recording load developed at Winnipeg studios due to the increasing practice of delaying programs from Eastern regions at Winnipeg for later release to the West at more suitable times. Although the delay of programs results in improved broadcasting service to the listener, it has increased operations time and requires adequate technical personnel and facilities.

Because of the expansion in CBC construction, the Operations Department assisted other departments such as the Plant and Architectural groups by supervising, in the field, reconstruction of the Winnipeg studios, the installation of the Sydney transmitter and the survey and installation of the equipment required for eventual CBC network broadcasting in Newfoundland.

## INTERNATIONAL CONFERENCES

On the invitation of the Department of Transport, the General Manager, Assistant General Manager and senior engineering officials of the Corporation attended at different periods the International High Frequency Broadcasting Conference in Mexico City. This conference was a continuation of the preliminary work started at the Atlantic City Telecommunications Conference during 1947, and dealt with the shortwave frequency requirements of some seventy nations. Owing to the extremely large amount of work involved, the final plans of this conference will be reconsidered at a new high frequency conference to be held in Italy.

## BOARD OF GOVERNORS

The term of office of the Board's full time Chairman, A. Davidson Dunton, was renewed in November 1948 for a further three years. The Vice-Chairman, René Morin, was also re-appointed to the Board, as was Mary Sutherland. In July, Howard Chase was appointed a member of the Board of Transport Commissioners, and resigned as a Governor of the CBC, after having served five years on the Board during which time he made an important contribution to Canadian radio. W.H. Phillips of Ottawa was appointed in December to fill the vacancy caused by the resignation of Mr. Chase. During the fiscal year the Board held five public meetings in several Canadian cities.

At one of these, it considered representations regarding the CBC price mention regulation, as a result of which it decided to suspend Regulation 10 (b) which prohibited advertising of prices on the air. The Board made it clear, however, that it would reimpose restrictions on advertising of prices if it found that the lifting of restrictions was lowering standards of broadcasting and was detrimental to radio listening. It also considered representations requesting a revision of its news broadcast regulation. In September the Board decided to revise it so as to permit closing announcements in connection with sponsored newscasts on the same basis as opening announcements under the regulation.

During the fiscal year it recommended to the Licensing Authority the establishment of eight new standard band broadcasting stations in various parts of Canada. Following its policy of encouraging the development of frequency modulation in Canada, the Board also made recommendations in favor of establishing seven new FM broadcasting stations.

# PERSONNEL AND ADMINISTRATIVE SERVICES

On March 31st, there were 1,238 employees on the permanent establishment, including the International Service, which was an increase of 163 in comparison with the same date in the previous fiscal year. The main increases were due to the re-organization in Winnipeg and the growth of the International Service in Montreal. The following statement shows the distribution of staff on March 31st, 1949, by (1) Location, and (2) Main Classification.

<i>Location</i>		<i>Classification</i>	
Head Office, Ottawa . . . . .	77	Announcers . . . . .	85
Keefe Bldg. Montreal (Engineering Division) . . . . .	105	Architects & Draftsmen . . . . .	14
Toronto Offices & Studios (Incl. National Offices) . . . . .	321	Bldg. Sup., Attendants, Jan. . . . .	21
Halifax Studios . . . . .	45	Clerks and Copy Clerks . . . . .	241
Sydney Studios . . . . .	8	Commentators . . . . .	9
Chicoutimi Studios & Trans. . . . .	17	Commercial Mgrs. and Rep. . . . .	9
Quebec Studios & Trans. . . . .	22	Continuity Writers . . . . .	7
Montreal Studios . . . . .	197	Engineering Superv. & Assts. (Incl. Heads of Depts. and Regional Engineers) . . . . .	18
Ottawa Studios . . . . .	26	Engineers . . . . .	13
Winnipeg Studios . . . . .	89	Music Copyists & Arrang. . . . .	2
Edmonton Studios . . . . .	15	Music Librar. & Clerks . . . . .	21
Vancouver Studios . . . . .	68	News Editors & Writers . . . . .	42
Prince Rupert Studios . . . . .	5	Office Boys . . . . .	22
CBA Trans. Sackville . . . . .	12	Operators, Appr., etc. . . . .	229
CBF Trans. Vercheres . . . . .	8	Personnel & Admin. Superv. . . . .	6
CBM Trans. Marieville . . . . .	5	Press & Information Sups., Reps., etc. . . . .	21
CBL Trans. Hornby . . . . .	8	Producers . . . . .	103
CBO Trans. Hawthorne . . . . .	3	Program Assistants . . . . .	7
S.W. Rec. Station Britannia . . . . .	2	Program Superv. & Assts. . . . .	36
CBW Trans. Carman . . . . .	6	Regional Representatives . . . . .	3
CBK Trans. Watrous . . . . .	6	Station Managers . . . . .	8
CBX Trans. Lacombe . . . . .	5	Stenos & Secretaries . . . . .	200
New York Office . . . . .	1	Storekeepers, etc. . . . .	20
International Service:		Switchboard Operators . . . . .	34
Montreal . . . . .	158	Teletype Operators . . . . .	5
Sackville . . . . .	11	Treasurer's Representatives . . . . .	6
Other locations . . . . .	18	Wiremen, Mach. & Techn. . . . .	18
		All others . . . . .	38
Total	1,238	Total	1,238

Owing to the continued increase in the cost-of-living index, representations were made to management in October, 1948, by the National Executive of Staff Councils, for a cost-of-living bonus of thirty dollars per month to assist in meeting existing conditions and to be subject to increase or decrease in units of five dollars with each change of five points in the cost-of-living index. The cost-of-living index on October 1st, 1948, as computed by the Dominion Bureau of Statistics, was 159.6. A bonus in the

amount of fifteen dollars per month was authorized commencing October 1st, 1948, to employees in Canada on yearly or monthly salaries. The bonus was not authorized for casual employees who are paid prevailing rates on an hourly, daily, or weekly basis. It was stipulated in the announcement to staff that there would be a deduction in the bonus of five dollars per month for each 5-point drop in the cost-of-living index below 1947, and that there would be a further review of the arrangement during the first half of the fiscal year 1949-50.

When the CBC Pension Plan was inaugurated on April 1st, 1943, it was agreed that there would be an actuarial review of the pension fund every five years. Professor N.E. Sheppard, F.I.A., University of Toronto, was appointed to make the first review which was completed in the last quarter of the fiscal year. The report indicated that the fund is in a very sound position at the end of the first five years of operation, and the main recommendations were (1) that a pension fund trusteeship be set up; (2) that the establishment of a stabilization fund be delayed until the next quinquennial period of review, and (3) that credit for past service below age 35 should also be purchased effective as at April 1st, 1949. This refers to service in the employ of the CBC between November 2nd, 1936, and April 1st, 1943, and in the employ of the Canadian Radio Broadcasting Commission between 1933 and November 2nd, 1936. The credit for past service below age 35 will be purchased out of current assets in the Reserve Fund. The purchase of these past service benefits is an important step in the operation of the pension plan as it fulfils a contractual obligation in crediting individual accounts.

Consideration is being given to the establishment of a pension fund Trusteeship which will be responsible for investment of reserve funds.

A significant change was made in the group life insurance plan for CBC employees during the year under review. In 1947 a refund was made to contributors equal to each individual premium for four months. There was a continued favorable experience during the policy year from June 1st, 1947 to May 30th, 1948, and after careful consideration of the benefits that could be offered by the life insurance companies operating the plan, and on the recommendation of the National Executive of Staff Councils, an increase of 35 per cent in the schedule of coverage was approved and became effective June 1st, 1948, at no additional cost of premiums. A comparison of the old and new schedules is given as follows:

<i>Employees earning</i>	<i>Amount of Insurance prior to June 1/48</i>	<i>Amount of Insurance on June 1/48</i>
Less than \$1,200	\$1,000	\$1,350
\$1,200 but less than \$2,000	2,000	2,700
2,000 " " " 3,000	3,000	4,050
3,000 " " " 4,000	4,000	5,400
4,000 and over	5,000	6,750

Factors contributing to the favorable experience were a decrease in the average age of contributors and a low mortality rate. On June 1st, 1948, the total coverage amounted to \$3,931,200 for 1,023 employees. During the fiscal year 1948-49 four death claims were paid in the total amount of \$17,850.

The first complete group medical plan coverage was applied to CBC employees in Ontario in April and May 1948. This group plan is operated in Ontario by Physicians' Services Incorporated which is a non-profit, province-wide service. The majority of employees in the Toronto Offices and Studios, Ottawa Head Office, and Station CBC elected to enroll in this group medical plan and now receive complete medical, surgical and hospital coverage at a cost which is considered relatively low.

The five-day week was continued in operation for office employees and if experience continues to be satisfactory it will extend into the indefinite future. The plan was put into effect on the basis that the staff would work the same number of hours in a five-day week as in a six-day week. Work output has been maintained and on the basis of reports from officers-in-charge, the plan is operating successfully.

Two meetings of the National Executive Committee of Staff Councils were held during the year, and a national meeting of representatives of Staff Councils was held in Montreal from February 8-11, 1949. Consultations between management and staff councils have continued to be mutually beneficial in settling questions of general interest to staff.

The staff magazine RADIO won an award again this year in the contest sponsored by the International Council of Industrial Editors. Seven hundred and ninety-four publications were entered in the contest and RADIO headed the list of four Canadian publications receiving awards. The Director of Personnel and Administrative Services continued to represent management on the magazine editorial board.

During the year 151 new positions were created, 118 positions were reclassified, and there were 385 new appointments, 255 confirmations in permanent positions, 124 promotions, 119 transfers, and 214 separations.

Plans were made to move about fifty members of the staff of the International Service from the Bishop Street offices to the Radio-Canada Building before May 1st, 1949.

Administrative inspections were carried out in the Prairie Provinces and British Columbia by the Director, and in the Maritime Provinces and Toronto by the Assistant Director, Personnel and Administrative Services.

The Chief of Records continued inspections of central registries at most locations and spent several weeks in Winnipeg to organize a new registry at that point. The Supervisor of Administrative Services completed a job and organizational survey in Winnipeg following the absorption of most of the former CKY staff.

Early in the year at the direction of management this Division assumed additional administrative responsibility in dealing with leases and other contractual obligations. Procedure was set up for this purpose and for the custody of the documents within the Division. Recommendations to the Governor in Council for authorizations required under the Canadian Broadcasting Act, 1936, are prepared by this Division.

The agreement entered into with the Province of Manitoba for the purchase of Station CKY, Winnipeg, went into effect on July 1st, 1948, and considerable administrative work was involved in leasing studio and office accommodation, assuming certain contractual obligations, and taking over the majority of staff previously employed by Station CKY which was operated by the Manitoba Telephone System. Studio and office space was leased from the Manitoba Telephone System in the Manitoba Telephone Building, 166 Portage Avenue East, Winnipeg, Manitoba. Thirty-four former employees of the Manitoba Telephone System were employed by the CBC and were drafted into the new CBC plan of organization at that location. Under this plan, studios of Stations CBW and CBK, with transmitters at Carman, Man., and Watrous, Sask., are operated jointly in Winnipeg under the direction of one Station Manager. The employees of CKY who were taken over by the CBC and those whose services met CBC requirements during a three-month probationary period were placed on the permanent establishment of the CBC effective October 1st, 1948, with pension, leave and other welfare benefits.

Work was commenced in reviewing and redesigning CBC printed forms. Many of these forms were experimental and as the result of experience they can be improved with a resulting economy both in labor in use of the forms, and in printing costs.



## CBC INTERNATIONAL SERVICE

In line with Canada's expanding interest and influence abroad, the International Service of the CBC has developed and grown to meet new requirements. Services have been added to areas which had not been dealt with prior to April 1st, 1948; broadcast hours have been increased; and the demands of a larger audience have been met. With technical facilities broadcasting a signal unequalled by any other from this continent, the CBC International Service has succeeded in reaching an audience of many thousands in Europe, Central and South America, the Caribbean, and the South Pacific areas, with information about Canada and with news of world-wide interest. This broadcasting has stimulated much interest about Canada and has rewarded the International Service with over 100,000 letters, of which 32,000 were received during the fiscal year. Most of these convey appreciation and enthusiasm for the standard of programs heard in all areas.

The International Service is operated by the Canadian Broadcasting Corporation on behalf of the Canadian government. The cost of operation is met by an appropriation by Parliament, and does not involve monies received from licensee fees or the commercial revenues of the Corporation. The General Supervisor of the International Service administers policy and operation in consultation with the Chairman of the Board of Governors, the General Manager and the Director General of Programs. Matters of policy are also discussed by a government-CBC advisory committee on shortwave broadcasting which includes executives of the CBC, representatives of the Department of External Affairs, the Department of Trade and Commerce, the Privy Council and the National Film Board.

At the end of the fiscal year, research was being done on the possibilities of projecting Canada's voice into areas not already covered by regular broadcasts. Particular consideration was being given to the inauguration of transmissions to Eastern European countries.

The aim of the International Service is to present an honest, objective, but colorful picture of Canada and Canadian life through informative talks, commentaries, news and entertainment programs.

Some interesting examples of international co-operation arising from liaison between the International Service and foreign broadcasting organizations are the special programs sent in foreign languages on such occasions as Dominion Day, the entry of Newfoundland into Confederation and events of world-wide interest concerning Canada, or concerning the countries themselves.



At the first International Trade Fair, held in Toronto, more than eighty broadcasts were sent from the fair and many contacts that have proved valuable were made there.

One of the important functions has been to provide radio coverage of the United Nations and to transmit, for the United Nations, service messages fed through the facilities of the International Service without censorship for broadcast to member countries, including the U.S.S.R., in Europe. This has done much to promote interest in the International Service abroad. A similar service to New Zealand and Australia was instituted during the year.

This year the CBC International Service sent a representative to the United Nations Assembly in Paris to report regularly on the proceedings there. Regular reports are broadcast from Lake Success each week.

The following reports provide a more detailed record of the accomplishments of the various sections of the International Service during the fiscal year.

### **The English Language Service**

The English language service has maintained its regular broadcasts in English to the British Isles, New Zealand, Australia, and the Caribbean area during 1948-49 and in addition, has added services to English speaking listeners in continental Europe and in Latin America. The most significant development in the English language transmissions has been the increase in purely informational programs over music and entertainment. After considerable research and measurement of audience response, it was found that commentaries, documentaries and programs dealing directly with Canadian events met with success where music, which is not always received clearly, failed to hold the interest of British listeners. Music, however, is still heard in these transmissions, performed by small groups specializing in music with a Canadian character. For example, *Prairie Schooner*, a program of old-time music well known in Canada, is broadcast by the International Service, and is rebroadcast by the Scottish region of the BBC.

Among the new programs inaugurated during the fiscal year are the daily commentaries of five minutes each following the regular news broadcasts. Through these commentaries, many topics in the news have been more thoroughly covered and the listener has been provided with important background material on Canadian affairs.

*Canadian Chronicle* continues to be the most popular English language program. Twenty-one editions are heard each week in the European area, Central and South America, and the South Pacific. *Midweek Commentary* and *Weekend Commentary* are fifteen-minute programs which present talks by outstanding Canadians on current economics and politics. *Cross Section* presents interviews with Canadians from various walks of life.

A half-hour documentary program, *Canadians at Work* has been one of the most successful ventures undertaken by the English language service. Employing the techniques of "outside broadcasting", this program has conveyed to overseas listeners sound and word illustrations of Canadian industrial and agricultural activities.

In order to present an intimate picture of Canadian home life, *The Barlows of Beaver Street*, a series of fifteen-minute dramas, is broadcast each week.

In addition to the programs broadcast direct to overseas listeners, the English language service has created special programs for rebroadcast in Great Britain, South Africa, India, Australia and New Zealand. The British Broadcasting Corporation has scheduled three regular monthly *News Letters* produced by the International Service. They are the *Scottish*, *Welsh*, and *Gaelic News Letters* which include commentaries on events in Canada of particular interest to people in areas in which they are broadcast.

Contributions were made by the International Service to the BBC's regular feature program, *Meet the Commonwealth*. On special occasions such as Dominion Day, St. David's Day and Christmas, the BBC was supplied with Canadian material for major productions by the English language service.

It is encouraging to note through the mail received from the areas with which this department is concerned that the interest in programs of information about Canada and Canadian affairs is taking precedence over entertainment.

### **European Service**

The European Service presents daily programs in Czech, German, Dutch, Norwegian, Danish, Swedish and Italian. In addition, weekly programs are sent to Austria and monthly programs to Greece. The Italian programs are the latest addition to the list of languages employed in the European Service, regular daily broadcasts to Italy having been established on December 5th, 1948. In all sections, with the exception of Czech, a marked increase in the number of programs picked up and rebroadcast by the corresponding European Radio Organization is noted. The steady growth of this activity is important in that it not only represents greatly increased local audiences, but indicates the esteem in which Canadian foreign language programs are held. From 522 broadcasts relayed during 1947-48, the number has increased to well over 1,000 during this fiscal year. Most of these programs were entirely produced from the resources of the International Service European staff itself. The relay programs have ranged from individual commentaries to dramatizations and musical programs.

In scope, also, the operations of the European Service were greatly increased. In two years, foreign language output to Europe has more than doubled, with almost 4,500 regular programs being transmitted during 1948-1949.

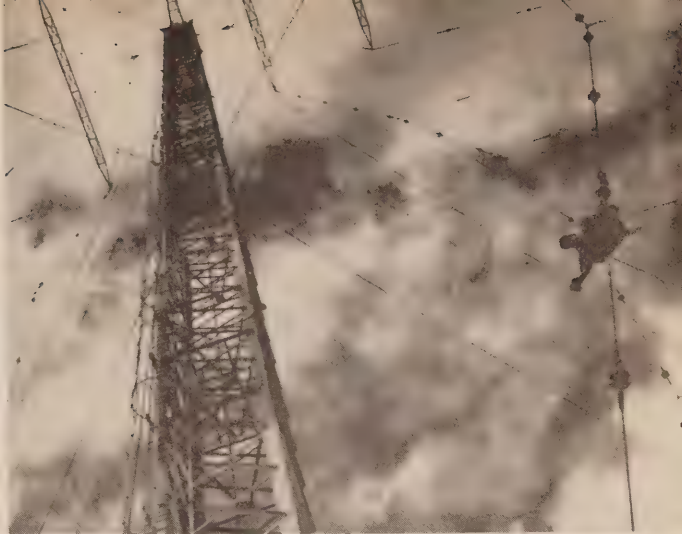
During the year, audience mail, some indication of listener acceptance, has continued to increase in all sections except the Czech. Mail from Czechoslovakia, previously averaging some 1,000 letters monthly has fallen to approximately 100 letters a month. Causes of this drop are mainly that people seem to be afraid to write for fear of retaliation, the holding up of a large volume of letters by Czech postal authorities, and the lack of publicity in Czech newspapers and magazines, which used to contain frequent references to the Canadian broadcasts. The letters that are received, however, are most appreciative and encouraging.

During the year, two members of the European Service, the heads of the sections concerned, visited Denmark and Germany. Their visits resulted in much publicity and in substantially increased audiences.

In all language sections special attention has been paid to Canadian and North American news, including regular reports from resident correspondents at United Nations headquarters at Lake Success. In the case of European countries where no free press is generally available, increased newscasts have been provided, featuring international as well as Canadian news.

Another interesting development during the year has been the increase in the number of school broadcasts being prepared for use in European schools. These programs deal with various aspects of Canadian life and have been provided not only in foreign languages but in English and French as well, for European students learning these languages. Germany, Norway, Sweden and Switzerland have all received and rebroadcast the Canadian school broadcasts and negotiations are being conducted to add Austria, Italy, Denmark and the Netherlands to the list. These programs are particularly important in that they not only reach a large number of listeners, but are the subject of

*Maintenance work on the antenna system of the CBC International Service transmitters at Sackville, N.B., requires nerve and agility.*



extensive comment and reference. Printed material is distributed by the various countries to supplement the broadcasts.

#### **Czechoslovak Section**

The Czechoslovak Section has increased its operations from two to four daily programs, each containing a complete newscast. These daily programs have contained not only the much-sought news of the world outside Czech borders, but have carried the voices of many famous Czechs now living abroad. The former Czech Ambassador to Canada and the nephew of the late President Benes have both spoken regularly from Montreal. In addition, important dates in Czech democratic history are remembered. No polemic is included in the Czech programs, but reasoned arguments for the democratic way of life are a part of every program. These may take the form of quiet accounts of the way in which business or society operates in Canada or, as one of the most popular features, a series of philosophical lectures on "the liberal solution". News of United Nations developments is also given a great deal of space.

#### **Dutch Section**

The Dutch Section presents two daily programs for listeners in the Netherlands and each day, reception being favorable, one of the programs is rebroadcast over the Netherlands Radio Distribution Service. Special emphasis has been laid on many of the intimate ways of life in Canada since the Netherlands is a country supplying many of the immigrants landing at Canadian ports. As most of the Dutch immigrants will take up farming occupations in Canada, agricultural reports are an important part of the Dutch schedule. In addition, however, United Nations reports, economic and political commentaries, reports of cultural events and special programs to children and to women are featured. Special programs were sent and relayed over the full Dutch networks at Christmas time, Mother's Day, and at the time of the abdication of Queen Wilhelmina and the enthronement of Princess Juliana.

### **German Section**

The German Section prepares and transmits two programs daily, and in addition, regular programs especially for relay, several times weekly. The Canadian programs are relayed regularly on the network of the North West German Radio, R.F.A.S. (Berlin), Radio Frankfurt, Radio Bremen, the BBC and Beromünster (Switzerland). Ten schall broadcasts of such varied subjects as the Yukon, Winnipeg, radio, newspapers, the Canadian constitution and political structure, languages in Canada, railways, logging and school life, were entirely written, produced and in large part acted by the Section itself. The highlight of the year was the visit of six representatives of German radio sponsored by the Rockefeller Foundation. All of these men contributed important interviews and the personal contacts established have been most useful, since their return to their posts in various parts of Germany. Special programs were prepared for relay on Canada's Dominion Day and on the return of Canadian students participating in the seminar at Schloss Ploen.

### **Danish Section**

The Danish Section presents one program daily and has received a tremendously increased audience reaction during the year, from a total of 1,407 letters in 1947-1948 to a total of 4,496 during the fiscal year under review. The most frequent listeners' comments note the absence of propaganda in Canadian programs, the variety and informative quality of the programs and compliment the speakers on their good Danish and cheerful, natural radio manner. The overwhelming majority of program items deal with Canadian history, geography, industry, culture and politics; but in addition Canadian news, United Nations commentaries, actualities and music are a popular feature. Highlights of the year's operation were the programs sent on the occasion of the Danish King's 50th birthday, the signing of the Atlantic Pact, the first International Trade Fair and the visit to Montreal of Prince Axel of Denmark.

### **Norwegian Section**

The Norwegian Section also presents a single daily program which in content is similar to that of the Danish and Swedish Sections. During the year, 50 United Nations Commentaries, 172 talks on Canadian politics, labor and economics, 50 talks about Canadian industries, 36 talks about Canadian forestry and farming, 26 talks concerning Canadian fisheries and animal life, 14 broadcasts presenting portraits of eminent Canadians, together with 80 talks about Canadian history and geography, were presented as well as many actualities and answers to listeners' queries. A popular feature of the Norwegian Section is the weekly shipping report and interviews with visiting Norwegian sailors. In addition, special programs were sent on Norwegian Independence Day, the International Trade Fair, the Tuna Fish Trials and visits to Norwegian settlers in Northern Ontario. Very good relations exist between the International Service and the Norwegian State Radio.

### **Swedish Section**

The Swedish Section, oldest of the three Scandinavian language sections, continues to attract many new listeners. Its single daily program was augmented frequently during the year with special programs designed for relay by Radio tjanst, (The Swedish State Radio). Some of these were a special Easter program, a special Jubilee program honoring King Gustav's 90th birthday, a Dominion Day program, commemoration of the death of Count Folke Bernadotte, the Nobel Prize distribution, a Christmas program, and a program where RCAF personnel, formerly interned in Sweden during the war, sent greetings to friends in Falun, Sweden. The development of more frequent document-



ary and dramatized programs in the Section has been an important step in the improvement of Swedish programs and many of these have been relayed by the Swedish, English and French, sent to the Swedish Radio, have been the subject of much praise as well as the series *Similarities and Contrasts*, in which listeners are encouraged to send in descriptions of their own towns which serve as ideas for talks about Canadian cities or places which could be compared with the Swedish.

### **Austrian Section**

The Austrian program is a single weekly program, transmitted on Sundays, which has won an established place among many Austrian listeners. These programs contain a summary of Canadian news of the week, a talk about some aspect of Canadian geography, economy and history, and usually an interview with some Canadian of Austrian origin. Because of their popularity, an effort is being made to increase the number of programs sent to Austria.

### **Italian Section**

Italian programs are the most recent in the European Service and have been presented daily since December 5th, 1948. A slow beginning was made because of a broadcasting time which was not particularly convenient to listeners, but this condition has since been rectified and the programs have begun to attract much more attention. They follow the general pattern of other European Service programs and contain news, cultural talks, economic reviews, interviews and actualities. Suitable permanent Italian personnel are being secured and it is expected that the Italian Service will strike its stride during the coming year.

### **French Language Service**

Between April 1st, 1948 and March 31st, 1949, the French Language Service produced 1,272 programs totalling 511 hours of broadcasting time.

In addition to the two daily editions of *La Voix du Canada* (devoted to international and Canadian news, political commentaries on Canadian and international affairs, Canadian press reviews, features on economic, cultural and scientific developments in Canada), *Les Actualités Canadiennes*, and *Les Chefs-d'Oeuvre de la Musique*, three new features were presented: *Le Coin des Auditeurs* (a weekly service answering fan mail), *Les Mercier* (a tri-weekly drama portraying the life of an average Montreal family) and *Les Peintres de la Chanson* (a weekly vocal program devoted to Canadian folklore).

October 31st marked the inauguration of a French fifteen-minute daily transmission in the Latin American Service.

Exchange musical programs with la Radiodiffusion Francaise were resumed as of October 3rd. However, shortwave transmission of music being below the necessary rebroadcast quality, it was decided to record these programs for shipment, thus creating on an experimental basis a transcription service to be of use not only to the different sections of the International Service, but to the CBC as a whole. Approximately fifteen programs featuring Canadian composers and Canadian artists were recorded, processed and pressed.

One exchange program in particular met with great success this year. Since November 7th, 1948 the national network of la Radiodiffusion Francaise has been broadcasting a weekly Canadian commentary by René Garneau which is supplied by the French Language Section of the International Service.



## Latin American Service

This year showed a large increase in broadcast hours for the Latin American Service. In April, 1948, the transmission in Portuguese for Brazil, previously thirty minutes a week, was extended to forty-five minutes daily. In October, this transmission became one hour daily, and the Spanish language transmission was increased to one hour and forty minutes a day.

News coverage was enlarged to two nightly bulletins in Spanish and one in Portuguese; regular broadcast of press reviews, weekly commentaries and United Nations reports were added. Special actuality programs, such as reports from the national conventions of Canada's three major political parties, strengthened the value of the news broadcasts.

Informative programs on aspects of Canadian culture were presented to Spanish and Portuguese speaking audiences under such titles as *Fine Furs and Coarse Gold*, which dealt with Canadian fauna; *Life of Great Canadians*; *Canadian Short Stories*; *Pride of Canada — the R.C.M.P.*; and *Education in Canada*. Some of these programs were in narrative form, while others were dramatized presentations. A program which aroused considerable response from listeners was *Canadian Commercial Review*. Designed to stimulate trade between Canada and her Latin American neighbors, this program took the form of a discussion about new products on the Canadian market, and listeners writing for further information were put in contact with Canadian manufacturers handling these products or with the Department of Trade and Commerce.

Musical programs worthy of special mention were *Lives of the Great Composers* and *Music for the Americas*. The first of these was a series of biographical sketches of the masters, illustrated with recorded musical selections. *Music for the Americas* was a program of light orchestral music, which occasionally featured outstanding Canadian or Latin American guest soloists. This latter program was broadcast simultaneously on the CBC's Dominion network.

As in the past, this Service offered special programs in celebration of the national holidays of most of the Latin American republics. These included interviews with diplomatic representatives of the respective countries in Canada.

Another new feature of the Latin American broadcasts was the inauguration of programs in English and French. Letters in those languages from the southern area, including the United States, indicate that these new additions are being favorably received.

## News

The newsroom of the International Service continues to expand its work of providing accurate and fair reports of world news. In these reports, significant Canadian news is given prior attention without reducing the presentation of important world happenings.

Because of international tension, the handling of controversial news has become more difficult and exacting and care is maintained to see that the news is consistently objective and all-inclusive. The newsroom pays particular attention to reporting activities of the United Nations and all its important agencies. Reports of such activities are given in full to all foreign sections. During the general assembly in the spring of 1949 for example, a ten-minute bulletin entirely devoted to the reporting of events at Lake Success was written for the Dutch and other foreign language sections. This task was quite separate from the U.N. news carried in International Service English and French language bulletins.

In the past few months, the newsroom has expanded its service to Latin America, and provides a fifteen minute bulletin each day to that area. Three fifteen minute bulletins are also prepared for the Caribbean area and for Australia. Special reports are written as well for specific foreign sections dealing with the Canadian scene. In addition, a weekly news summary of Canadian events is prepared for all sections by the news editors.

### **Press and Information**

The Press and Information Department of the CBC International Service developed during the year 1948-49 in line with the other sections of the Service. A sharp increase in audience mail and the exploitation of opportunities for placing information about the CBC International Service in Canada and in other countries to which programs are broadcast are responsible for the heavy demands made upon this department.

The major work of the department is the production and distribution of the monthly European program schedule in nine languages which reached a circulation during the fiscal year of almost 50,000. Of these about 47,000 are circulated in Great Britain and Europe. The distribution of this booklet requires the maintenance of mailing lists, the preparation of shipments and the actual mailing of 36,000 pieces each month. Other shipments are made in bulk and distributed through organizations in Europe.

A separate program schedule in Spanish, Portuguese, English, French and Dutch was introduced on a monthly basis for circulation in the Caribbean, Central and South America.

Requests for information increased considerably and were dealt with by this section. Basic information about times and frequencies of International Service programs was sent out regularly and appeared in the press and periodicals of many countries. Feature articles were written by the staff of the Press and Information Department for publication in Canadian and foreign journals. These and news releases accompanied by maps and photographs were used to promote the International Service in all areas.

As a result of enquiries by members of Canadian business organizations addressed on the work of International Service by its General Supervisor, informative bulletins were distributed to several hundreds of key business men. Through Canadian missions additional information was supplied to industrial and cultural leaders abroad.

The policy of International Service in acquainting Canadians with its results and possibilities is primarily to use existing information media. By providing background information, arranging interviews, and assisting with illustrations, it encourages Canadian periodicals to prepare their own articles and evaluation of International Service.

At such international gatherings as the International Trade Fair, officials of Press and Information seek to publicize Canada's shortwave broadcasts through personal dealings with distinguished visitors. In this connection, Press and Information act as liaison officers between the visitors and program staff, enabling foreign delegates to broadcast their observations of Canada to their homeland.

When International Service officials return from investigation trips abroad, Press and Information arranges for them to meet the press. This Department also arranges for the distribution of Canadian maps and tourist literature.

### **Engineering**

Modifications to the medium-gain antenna arrays in use for transmissions to South America, the West Indies, Africa and the Pacific have resulted in improving the efficiency of these antennas under winter icing conditions.

Due to the gradual increase in daily transmissions to Latin America in Spanish and to the Caribbean in English, it was necessary to transmit simultaneously to these two areas on different frequencies for 45 minutes daily for a period of approximately six months.

The Dartmouth shortwave receiving station has been closed and the equipment and personnel transferred to Britannia Heights near Ottawa where monitoring of shortwave frequencies is now carried out. The shortwave receiving station at Point Gray near Vancouver is used on a bi-weekly basis for the same purpose.

The strength and clarity of the CBC's International Service transmitters continue to be evident from technical reception reports by many broadcasting organizations and technical observers in various countries. Reception reports are being received regularly from the BBC, South Africa, New Zealand, Australia, Germany, Norway and Sweden and irregularly from other areas.

#### ***Personnel and Administrative Services***

The rate of turnover in the International Service staff decreased during the fiscal year and slightly less difficulty was experienced in the filling of positions with qualified candidates. Lack of space, however, has made it impossible to bring the program division up to strength.

Plans were made to move about fifty members of the staff from the Bishop Street offices to the Radio Canada Building before May 1st, 1949. It was hoped that, during the following two or three months, it would be possible to move some members of staff from the Crescent Street offices to the Radio Canada Building. This would make available at Crescent Street enough office space to accommodate the additional staff required in several foreign language units of the European Section.

# FINANCIAL

The 13th Annual Balance Sheet shows a deficit of \$43,449.85 in operations for the year after providing for depreciation and obsolescence to the extent of \$196,843.25.

The normal operation of the Corporation's broadcasting facilities necessitates continued capital expenditures. Loans from the Government of Canada to finance these expenditures can be repaid only if substantial increased revenue is realized. During the year the net investment in fixed assets increased by \$632,211.94, mainly at Lacombe and Edmonton, Alberta; Carman and Winnipeg, Manitoba; Hornby and Toronto, Ontario; and Montreal and Chicoutimi, Quebec.

Revenues increased by \$816,450.07 over the preceding year, but, comparatively, expenditures increased still more rapidly. Operating expenditures were \$1,051,426.69 greater than last year. Fixed charges have risen inexorably.

## Government of Canada Loans

A second loan of \$1,250,000 was authorized and received under Appropriation Act No. 4, 1948 (Vote 930) and bears interest at  $3\frac{1}{8}$  per cent per annum payable semi-annually on the first days of January and July until January 1st, 1957. Commencing January 1st, 1957, the loan is to be amortized by forty semi-annual instalments of \$42,262.11. No provision is being made under present conditions for repayment of the principal, but interest has been included in the present year's operations for this loan as well as the first loan of \$2,000,000. The interest charges for the year amounted to \$58,788.53.

## INCOME

### Licence Fees

Increased by \$337,083.54 and due mainly to the issuance of 113,772 additional private receiving licences as well as an amendment of Regulation 1, Section 14, of Part 1 of the Regulations made under the Radio Act of 1938 (Department of Transport, Radio Division) governing Private Commercial Broadcasting Stations whereby the schedule of licence fees was increased based on the gross revenue of the licensee effective April 1st, 1948.

The Department of Transport has provided the following statement showing issues of private receiving licences for the past two years:

	1947-48 <i>Fiscal</i> <i>Year</i>	1948-49 <i>Fiscal</i> <i>Year</i>
Prince Edward Island .....	12,173	11,825
Nova Scotia.....	91,940	99,477
New Brunswick.....	68,484	75,559
Quebec .....	534,797	567,257
Ontario.....	677,299	704,993
Manitoba.....	118,823	126,586
Saskatchewan.....	135,095	155,177
Alberta.....	131,849	134,666
British Columbia .....	173,097	181,821
Yukon & N.W.T.....	470	438
	<u>1,944,027</u>	<u>2,057,799</u>

### **Commercial Broadcasting**

Increased by \$374,571.62 due to increased earnings on the Trans-Canada, the Dominion and French networks, CBW (Winnipeg) and CIBC (Toronto).

### **Miscellaneous Revenues**

Increased by \$104,794.91, the greater part being due to interest on investments, insurance indemnity re King's Hall explosion, and supervision of the International Service.

## **EXPENDITURES**

Expenditures are \$1,051,426.69 higher than last year. Expansion and general economic conditions have accounted for the increase. Percentage of expenditures by departments are as follows :

	<i>Per Cent</i>
Programs .....	51.60
Engineering .....	22.73
Station Networks (Wire Lines) .....	13.93
Administration .....	4.98
Press and Information .....	3.32
Commercial Department .....	2.65
Interest on Loans .....	.79
	<hr/>
	100.00

### **International Service**

In accordance with the provisions of Order-in-Council P.C. 156 8855 dated November 17th, 1943, the Corporation carries on its books and shows on its Balance Sheet as a separate item the total cost of the Crown's property together with a like sum as a liability to the Government of Canada.

The maintenance and operational costs such as programming, engineering, administration and publicity are considered the responsibilities of the Canadian Broadcasting Corporation, but all expenses relating thereto are directly chargeable to the Government of Canada as provided annually by Parliament. These expenses are not considered chargeable to the Canadian Broadcasting Corporation because the fees collected from licences are used only to serve listeners within Canada.

Shortwave expenditures for the fiscal year are shown separately for the purpose of clarification.

The value of Crown Assets in the custody of the Corporation has increased by \$2,571,074.09 during the year. Of this amount approximately \$2,542,000 is due to the purchase and transformation of the former Ford Hotel (now Radio Canada Building) on Dorchester Street, Montreal.



### ***Pension Benefits to Employees***

For the fiscal year under review and in accordance with the conditions of the Pension Plan, a contribution of \$197,234.80 was made by the Corporation towards pension benefits for its employees on both the National Establishment and the International Service. This amount includes the sixth of twenty annual instalments of \$38,000, paid by the Corporation to cover the full cost of benefits in respect of employees' service prior to the establishment of the fund on April 1st, 1943.

### ***Audit Requirements***

In accordance with Section 20 of the Canadian Broadcasting Act (1936), the books and accounts of the Corporation are audited by the Auditor General of Canada.

# C A N A D I A N B R O A D

## BALANCE SHEET

	ASSETS	
<i>Current</i>		
Cash on Hand and in Bank . . . . .	567,768.76	
<i>Accounts Receivable :</i>		
General . . . . .	651,788.93	
Less Reserve for Bad Debts . . . . .	5,000.00	646,788.93
<i>Dominion of Canada :</i>		
Re : International Service . . . . .	665,417.46	
Radio Licence Fees . . . . .	69,624.65	735,042.11
Accrued Bank Interest . . . . .		84.52
<i>Investments</i>		
Dominion of Canada Bonds — Par Value		
\$1,500,000 . . . . .	1,500,000.00	
(Market Value \$1,509,375)		
Accrued Interest Receivable . . . . .	3,821.92	3,453,506.24
<i>Fixed</i>		
Real Estate, Buildings, Technical Equip-		
ment, Studio and Office Furnishings,		
Library of Records, etc. . . . .	4,932,977.91	
Less Allowance for Depreciation and Obso-		
lescence November 2nd, 1936, to March		
31st, 1949 . . . . .	2,449,290.61	
	2,483,687.30	
Add International Service Facilities, Sack-		
ville, N.B. and Montreal, P.Q. (Per Contra		
Account-Dominion of Canada) . . . . .	3,868,911.06	6,352,598.36
<i>Deferred Charges and Prepaid Expenses Inventories</i>		
Expendable Stores . . . . .	138,721.85	
Stationery and Printing . . . . .	78,894.38	
Publications . . . . .	1,006.52	218,622.75
Prepaid Expenses . . . . .	13,922.58	232,545.33
		\$ 10,038,649.93

HARRY BRAMAH,  
Treasurer.

AUGUSTIN FRIGON,  
General Manager.

Ottawa, Ontario, July 15, 1949.

# I N G C O R P O R A T I O N

T, MARCH 1949

## LIABILITIES

### Current

Accounts Payable . . . . .	872,185.53	
Securities Deposited by Contractors . . . . .	8,549.96	880,735.49

### Dominion of Canada

Loan 2 $\frac{3}{4}$ % for Capital Works (authorized by Appropriation Act No. 6, 1946 — Vote 965) . . . . .	2,000,000.00	
Loan 3 $\frac{1}{8}$ % for Capital Works (authorized by Appropriation Act No. 4, 1948 — Vote 930) . . . . .	1,250,000.00	3,250,000.00

### Dominion of Canada

International Service Facilities Sackville, N.B. and Montreal, P.Q. (Per Contra Account) . . . . .		3,868,911.06
--	--	--------------

### Surplus

Capital Surplus, acquired at inception under Section 25 of "The Canadian Broadcasting Act, 1936" . . . . .	494,377.16	
Operating Surplus as at April 1st, 1948 . . . . .	1,611,131.21	
Deduct adjustments during year . . . . .	23,055.14	
	<u>1,588,076.07</u>	
Less Operating Deficit 1948-1949 . . . . .	43,449.85	1,544,626.22
		<u>2,039,003.38</u>
		\$ 10,038,649.93

I have examined the accounts of Canadian Broadcasting Corporation for the year ended March 31, 1949, and have obtained all the information and explanations I have required. In my opinion, the above Balance Sheet is properly drawn up so as to exhibit a true and correct view of the state of the Corporation's affairs as at March 31, 1949, according to the best of my information and the explanations given to me and as shown by the books of the Corporation.

WATSON SELLAR  
Auditor General

# INCOME AND EXPENDITURES

1st April 1948 to 31st March 1949

## INCOME

Licence Fees . . . . .	5,135,374.65
Commercial Broadcasting . . . . .	2,217,129.91
Miscellaneous . . . . .	200,709.24
	<hr/>
	7,553,213.80

## EXPENDITURES

Programs . . . . .	3,817,993.39
Engineering . . . . .	1,682,339.85
Station Networks (Wire Lines) . . . . .	1,030,840.82
Administration . . . . .	368,699.60
Press and Information . . . . .	245,353.25
Commercial Department . . . . .	195,804.96
Interest on Loans . . . . .	58,788.53
	<hr/>
	7,399,820.40
	<hr/>
	153,393.40

Less Allowance for Depreciation  
and Obsolescence

2½% on Buildings . . . . .	40,380.96
5% on Equipment . . . . .	156,462.29
	<hr/>
Net Operating Deficit . . . . .	45,449.85

Note : For expenditure re International  
Service see separate statement

Ottawa, Ontario, July 15, 1949.

HARRY BRAMAH,  
Treasurer.

# INTERNATIONAL SERVICE EXPENDITURES

Reimbursable From Dominion  
Government

1st April 1943 to 31st March 1949

## Operating Expenditures

Performers' Fees . . . . .	437,920.46	
Salaries . . . . .	491,742.14	
News Service . . . . .	42,921.46	
Postage and Excise . . . . .	20,414.03	
Printing and Stationery . . . . .	50,634.80	
Rental of Accommodation . . . . .	40,151.71	
Telegrams, Telephone & Teletype . . . . .	1,000.00	
Traveling, Removal and Other Entertainment . . . . .		
Expenses . . . . .	47,193.90	
Transmission Lines . . . . .	14,220.17	
General Operating Overhead . . . . .	33,445.00	
Power . . . . .	24,971.70	
Tubes and Maintenance . . . . .	30,479.39	
Montreal — Sackville Line . . . . .	43,301.36	
Improvements to Leased Properties . . . . .	107.01	
Supervision Charges . . . . .	69,444.74	1,441,772.10

Other Expenditures . . . . . 1,000.00

54,012,837.44

— Sundry Revenues earned by International Service during 1943-49 amounted to \$4,247.42. Such Revenues are payable to the Receiver General of Canada.

HARRY BRAMAH  
Treasurer.

Toronto, Ontario, July 15, 1949.



# CBC-OWNED STATIONS (English Networks)

Region	Call Letter	Location	Power (Watts)	Frequency (Kilocycles)
Atlantic	CBI	Sydney, N.S.	1,000	1170
	CBH	Halifax, N.S.	100	1330
Mid-Eastern	CBA	Sackville, N.B.	50,000	1070
	CBM	Montreal, Que.	5,000	940
	CBO	Ottawa, Ont.	1,000	910
	CBL	Toronto, Ont.	50,000	740
Prairie	CJBC	Toronto, Ont.	50,000	860
	CBW	Winnipeg, Man.	50,000	990
	CBK	Watrous, Sask.	50,000	540
	CBX	Edmonton, Alta.	50,000	1010
Pacific	CBR	Vancouver, B.C.	5,000	1130

# CBC-OWNED STATIONS (French Network)

CBF	Montreal, Que.	50,000	690
CBV	Quebec, Que.	1,000	980
CBJ	Chicoutimi, Que.	10,000	1580

# CBC LOW-POWER RELAY STATIONS

These are satellite transmitters of low power which are attached to the wire line networks at repeater points. These stations are able to relay programs only and are not able to originate live broadcasts. Communities serviced are those unable due to topography to receive any adequate signal from a Canadian radio station and yet not large enough to support their own local station.

(19)

CBAM	Edmunston, N.B.	20	1400
CBLD	Dryden, Ont.	20	1490
CBLH	Hornepayne, Ont.	20	1340
CBLN	Nakina, Ont.	20	1240
CBLS	Sioux Lookout, Ont.	20	1240
CBRA	Revelstoke, B.C.	20	860
CBRD	Field, B.C.	20	690
CBRF	Fernie, B.C.	20	860
CBRG	Prince George, B.C.	20	900
CBRK	Kimberley, B.C.	20	900
CBRL	Williams Lake, B.C.	20	860
CBRM	Creston, B.C.	20	730
CBRN	North Bend, B.C.	20	800
CBRP	Princeton, B.C.	20	860
CBRQ	Quesnel, B.C.	20	800
CBRR	Cranbrook, B.C.	20	1340
CBRT	Ashcroft, B.C.	20	860
CBRW	Wells, B.C.	20	730
CBLF	Foleyet, Ont.	20	1450

MARCH 31, 1949











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BC  
- A55

Government  
Publications

# CBC

A RECORD OF NATIONAL BROADCASTING IN CANADA

CANADIAN BROADCASTING CORPORATION

ANNUAL REPORT 1949 1950







CANADIAN BROADCASTING  
CORPORATION

# ANNUAL REPORT

Containing Financial Statements  
For the Fiscal Year Ended  
March 31st, 1950

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*Ottawa, October 16, 1950*

*The Honorable J. J. McCann, M.D., M.P.,  
Minister of the Crown,  
Ottawa, Ontario.*

*SIR,—In compliance with the provision of Section 26  
of the Canadian Broadcasting Act, 1936, I have the honor to  
submit herewith the Annual Report of the Canadian Broad-  
casting Corporation for the fiscal year ended the 31st of  
March, 1950.*

*Yours faithfully,*

*A. DAVIDSON DUNTON,  
Chairman, Board of Governors.*



## **BOARD OF GOVERNORS**

A. D. DUNTON, Ottawa, Ontario (Chairman)  
RENÉ MORIN, Montreal, P.Q. (Vice-Chairman)  
ADRIEN POULIOT, Quebec, P.Q.  
MRS. T. W. (MARY) SUTHERLAND, Parksville, B.C.  
FREDERICK J. CRAWFORD, Toronto, Ontario.  
G. D. STEEL, Charlottetown, P.E.I.  
JOHN J. BOWLEN, Calgary, Alberta.  
W. H. PHILLIPS, Ottawa, Ontario.  
J. A. CORRY, Kingston, Ontario.

## **EXECUTIVE**

AUGUSTIN FRIGON, General Manager.  
DONALD MANSON, Assistant General Manager.



## FOREWORD

*During the year 1949-50 the Canadian Broadcasting Corporation has operated under conditions of uncertainty about its basic financial position in the future.*

*It has been made clear in previous reports that in the face of sharply rising costs the Corporation could not carry on with its present revenue rates. Either the revenue basis would have to be changed or services of the system would have to be heavily curtailed.*

*During the past year the Royal Commission on National Development in the Arts, Letters and Sciences has been studying essential matters of broadcasting, and the Corporation has understood that some decision will be made before long regarding its financial basis. In the meantime the Corporation has not embarked on many badly needed improvements and extensions of its services. On the other hand, it has not thought that, pending decision on its future revenue position, it should reduce staff and services which would be difficult and costly to bring back later. It has thought that in the public interest it should maintain existing services and standards and carry out commitments made.*

# National Service

## R A D I O

With the addition of Newfoundland as the tenth province, Trans-Canada network service was made available to three Newfoundland stations taken over by the CBC from the former Broadcasting Corporation of Newfoundland. A fourth station, CBI, at Grand Falls, was added to the network and began operating shortly after Confederation. Network communications are maintained by means of a Frequency Modulation link between Sydney, N.S., and Table Mountain, a high plateau near Port aux Basques, Newfoundland. All was in readiness by April 1st, 1949, and the ceremonies of Confederation taking place in Ottawa were transmitted to the new province.

French network service has been extended to a new station, CKLD, at Thetford Mines. A low-power relay station was installed at Foleyet, Ontario, bringing the total number of these "repeater" stations to 19. They are installed to serve remote or isolated areas where reception is not adequate from any Canadian station, and which could not support their own local station.

Sunday nights on both the Trans-Canada and French networks were reserved for non-commercial programming of music, plays, "family entertainment" programs, talks and so on. The special Wednesday Night program on Trans-Canada is also reserved for non-commercial broadcasting of a specialized nature. For English-language listeners, the Dominion network provides lighter entertainment on these evenings. Throughout the week, network program schedules are arranged to present a varied bill of fare so as to include music, talks, forums, comedy and variety programs at good listening hours in each region.

The service of the French network continued to be made available to French-speaking listeners in Western Canada by shortwave from noon to midnight, and for 16 hours daily to listeners in northern Quebec and Ontario. In addition, French programs of a wide variety are recorded and used on CBK, Watrous, CKSB, St. Boniface, CHFA, Edmonton, and CHNO, Sudbury.

An experiment with a regional service begun in 1948 in the Maritimes at the request of affiliated stations, in which the CBC paid line and program costs for a weekly-half-hour program to be originated in turn by the participating stations, was discontinued in November, 1949. The plan was to give opportunities to the stations to develop network talent in that area which might be found to be of national network calibre later on. The series was discontinued when it was found that few of the participating stations were carrying the program.

CBC national school broadcasts are regularly made available to army broadcasting stations at Aklavik and other points in the Northwest Territories, and from time to time recordings of other music, drama and spoken word broadcasts are turned over to these stations which rebroadcast them.

Again this year, the *CBC Northern Messenger Service*, broadcast on CBK, CBW, CBX, CBA, and by the International Service transmitters CKLO and CKOB, carried personal messages during the winter months to RCMP constables, missionaries, trappers and others in the far north. A special broadcast was arranged for Christmas night as a tribute to these Canadians far from their homes.



*The noted English composer Benjamin Britten, who conducted his own Saint Nicolas Cantata for the Wednesday Night audience. A performance of his opera Peter Grimes by the CBC Opera Company was a highlight of the season.*

## ***CBC Wednesday Night***

Now completing its third year, the CBC Wednesday Night program has continued to build a large and interested audience both in Canada and the United States. Cited in 1949 by the Institute for Education by Radio at Ohio State University as a venture new to Canadian and American audiences, "deserving of the highest praise", this full evening of programming for a mature and discriminating audience won fresh honors in 1950. Once again it received a special award at the Institute's annual international exhibition of radio programs. This year's citation was for "courageous experiments with radio themes, techniques and writing, and for the excellence of its music and production".

A special award was also given to the Wednesday Night program by the recently inaugurated Canadian Radio Awards, an annual appraisal of radio programs sponsored by the Canadian Association for Adult Education on behalf of some fifty national organizations. This special award was given for the "imagination and valor of its conception, the sustained quality of its programs; for originality, virtuosity, creativity and often for superb performance".

The objective of the Wednesday Night program is the presentation of material of more than usual interest or significance, hitherto largely untapped by radio: adaptations of literary and dramatic classics or the performance of new and original plays on a variety of themes, and at a length suited to them; the presentation of short stories and poetry, both old and new; and a wide range of classical music programs and recitals by distinguished artists. In accordance with a policy of devoting reserved time periods



on the networks to outstanding program series, the whole of the Wednesday Night program was placed in reserved time in the fall of 1949. The series is thus broadcast on thirty-four stations of the Trans Canada network, with a potential audience of nearly two million radio homes in Canada. Letters received from American listeners indicate that the program series has a steadily growing audience in the United States, and, in general, the mail received from both Canada and the United States has indicated a healthy increase in the quantity and quality of intelligent critical appraisal of programs.

### CBC Opera Company and Music

The most impressive items in the music field during the 1949-50 season were the five productions of the CBC Opera Company, beginning in October with the Canadian premiere of Benjamin Britten's modern English opera *Peter Grimes*.

This program received the first award for music in the Canadian Radio Awards. The citation included these words: "A stupendous effort was required and enormous preparations were made. The result was a superb achievement. This opera, although undoubtedly the best single broadcast, is at the same time representative of the high standards maintained throughout (the series)".

The performance was such an immediate success that arrangements were made to repeat it in its entirety the following Wednesday Night. This second performance was also broadcast over WNYC, New York City, at the request of that station.

The composer of *Peter Grimes*, Benjamin Britten, listened to a tape recording of the performance while he was in Toronto a week later to conduct for the Wednesday Night audience the Canadian premiere of his *Saint Nicolas Cantata*. He later wrote an article for the British magazine *Opera* in which he gave high praise to the producer, Terence Gibbs, and the conductor, Geoffrey Waddington, and to the singers and the performance as a whole.

Subsequent performances of opera during the season brought to listeners a repeat performance of *Don Giovanni*, and new productions of *Madam Butterfly*, *Fidelio*, and *Carmen*, the latter being performed on two occasions before an audience in Massey Hall, Toronto, with the Toronto Symphony Orchestra. These four operas were conducted by Nicholas Goldschmidt of the Royal Conservatory of Music of Toronto.

Fifty different singers were heard in the series of five operas, and the chorus ranged from twelve to forty-eight.

Once again the CBC Wednesday Night program brought to its listeners complete performances of *The St. Matthew Passion*, during Holy Week, and Handel's *Messiah* during the Christmas season. A complete performance of the great B Minor Mass by Bach was added this season, for the first time, thus giving many listeners in distant parts of Canada their first opportunity to hear the work.

As often as possible the compositions of Canadian composers are featured on the Wednesday Night program. Among those whose work has been heard this season are Murray Adaskin, John Beckwith, Alexander Brott, Oskar Morawetz, Jean Coulthard Adams, Healey Willan, Morris Surdin, Lucio Agostini, Ernest Bloch, Sylvio Lacharite, and the late J. J. Gagnier.

Canadian musicians and singers have been prominent in the weekly recital period for distinguished artists which forms a part of the Wednesday Night program. Among those heard in the past season were Jeanne Desjardins, soprano; Kathleen Parlow, violinist; Ruth Perry Hamilton, contralto; Mary Syme, pianist; Zara Nelsova, cellist; Elie Spivak, violinist; Frances James, soprano; and Albert Pratz, violinist. Other recitalists were Kathleen Long and Mieczyslaw Horszowski, pianists; René Le Roy, flutist; Jan Rubes, bass; and the English tenor Peter Pears, who was accompanied at the piano by Benjamin Britten.



Chamber music groups are heard frequently on the Wednesday Night program, and orchestral programs were contributed by orchestras in Montreal, Toronto, Winnipeg, and Vancouver. Highlights of the Edinburgh Music Festival were again made available through the co-operation of the BBC, along with a number of other music and drama programs. On the lighter side Winnipeg contributed a performance of *Down in the Valley*, an American folk opera. With the co-operation of the CBC International Service, full evenings have presented samplings of the culture of Sweden and Australia, and listeners heard a performance of Puccini's opera *Turandot*, recorded in Turin by the Italian State Radio Symphony Orchestra and chorus.

### Talks and Plays on Wednesday Night

Wednesday Night drama productions have ranged from a two-hour performance of Shakespeare's *Macbeth* to an adaptation by Len Peterson of his newly-published novel *Chipmunk*; from Lister Sinclair's two-hour play, *Socrates*, to adaptations of *The Village Wooing* by George Bernard Shaw, John Ruskin's *The King of the Golden River*; Goethe's *Egmont*, *Le Bourgeois gentilhomme* by Molière, and Osbert Lancaster's satirical farce, *The Saracen's Head*. The humor of Stephen Leacock has come alive through adaptations of such stories as *The Hostelry of Mr. Smith*, and Congreve's *The Way of the World* represented humor of an earlier day.

A performance of *The Trial*, by Franz Kafka, was judged best by the CRA drama panel, whose members gave it the first award in the open drama competition. Their citation said: "There was no weak playing by any member of the large cast . . . (the production) surely must be one of the most powerful and original ever to be aired in Canada, or anywhere else for that matter".

Short stories by contemporary Canadian and foreign authors have had their place in the Wednesday Night program, together with older works. Notable talks series heard during the season were *The Poets Look at Canada*, in which Dr. Earl Birney showed how Canada appeared through the eyes of her poets; *An Appraisal of English Postwar Writing* by John Lehmann and a similar talk on American writing by Irving Howe; and two talks on *The Spirit of English and Irish Poetry* by Shaun Herron. Through the BBC, CBC obtained a series of lectures by the British philosopher Bertrand Russell—*Authority and the Individual*—in which Lord Russell posed the question, "How can we combine that degree of individual initiative which is necessary for progress with the degree of social cohesion that is necessary for survival?"

Canadian poets whose work has been read on the program include Patricia K. Page, Dorothy Livesay, Archibald Lampman, and A. M. Klein.

*Canada's Heritage of Sail*, a talk by the well-known Canadian author, Thomas Raddall, received a first award in the Canadian Radio Awards presentation.

## News

On April 1st, 1949, the CBC News Service was expanded to include a sixth newsroom, located in St. John's to serve listeners in the new Province of Newfoundland. As in other regions, the St. John's newsroom provides a service of bulletins at breakfast time, midday and early evening, and the Newfoundland network also carries the National News Bulletin each night from the Central Newsroom in Toronto.

Apart from this development, no changes were made in the general pattern of news bulletin service during the year. Special coverage on a national basis was provided for the Canadian general election in June, 1949, and the British election in February, 1950; and on a regional basis for the provincial elections in British Columbia, New-

foundland, Nova Scotia and Manitoba. During the election campaigns, both federal and provincial, every effort was made to give fair and balanced reporting of speeches made by the principal spokesmen for the different parties, in line with established policy that all political and controversial news must be treated with absolute impartiality. Debates in Parliament and the different provincial legislatures were covered as fully as the limitations of bulletin time permitted.

During the year there was no lessening of tension in the international field. Our policy has been to give Canadian listeners a clear factual picture of all significant developments, without distortion or sensationalism, based on the dispatches of such reputable news agencies as The Canadian Press, British United Press, Associated Press, United Press and Reuters.

In general, the CBC News Service has endeavored to keep Canadian listeners well informed on news events in their own country and abroad; not neglecting news of regional interest but leaving the field of strictly local news coverage to the community radio station. An analysis of the content of CBC news bulletins over a representative period has shown that approximately one third is devoted to international news, a third to general Canadian news, and a third to news of regional interest.

The Montreal newsroom supplied 15 bulletins to the French network daily in English and French, and four on Sundays.

### **CBC News Roundup**

*CBC News Roundup* has had more than 1,500 editions on the air since it started on August 16th, 1943. The fifteen hundredth edition was the first program of the new year, January 2nd, 1950. The program was on the air five nights a week, immediately following the National News Bulletin, from September to the end of June. It deals with major news developments, national and international, although the emphasis is placed on things Canadian. Almost every aspect of Canadian life is covered by *Roundup* during the course of the year. In order to cover Canada fully it is essential to have the co-operation of the private stations in every province, and this has been readily available.

The province most extensively represented in 1949-50 was Newfoundland, which came into Confederation on April 1st, 1949. The whole program that night was devoted to the new province. It included a message of welcome from Canada's most westerly city, Dawson City in the Yukon, to the most easterly city, St. John's. Throughout the year many reports have been carried from Newfoundland to familiarize other Canadians with life in the new province.

News developments in Europe and some other parts of the world are covered through the CBC Overseas Unit in London. It arranges for reports to be transmitted by shortwave by members of CBC staff—Matthew Halton, the CBC's special correspondent in Europe, and Andrew Cowan, CBC Overseas Representative. Members of the news reporting section of the BBC, correspondents for various British papers and freelance reporters are also used to cover stories not only in Britain but from many countries of Europe. This year *CBC News Roundup* had two additional overseas reporters: Leslie Smith in Hong Kong and Richard Aspinall in Sydney, Australia. Their reports were recorded and flown to Canada.

Canadian stories covered the widest possible range: an oilwell fire in Alberta, an interview with flying wolf-hunters in British Columbia; special citizenship ceremonies for young people coming of age in Prince George, B.C.; the rescue of Saskatoon's art centre from financial ruin; a running gunfight in Sudbury recorded while the fight was on; the news story of the extension of the Prairie pipeline to the Lakehead, the arrival of the first sealer back to port and the rush for flipper pie in St. John's.

## La Revue de l'actualité

*La Revue de l'actualité* was broadcast over the French network, from Monday through Friday, in the early evening. This program was not heard during the summer months.

Reports were received regularly from Montreal, Quebec, Ottawa and Vancouver. Other contributing cities included Edmundston, Chicoutimi, Three Rivers, Val d'Or, Toronto, Winnipeg and Sherbrooke. Both the BBC and La Radiodiffusion française supplied an average of about ten reports a week on events in Great Britain and France. *La Revue de l'actualité* also received occasional pieces from Holland, Norway, Belgium and Italy. A regular correspondent in Washington supplied two reports a week. *La Revue* also used a large number of items from the United Nations.

## Special Events

A new development in 1949 in the field of special events was the inauguration of the program *Saturday Magazine*. While serving as a vehicle for many of the major sports events of the summer season, *Saturday Magazine* was used extensively for on-the-spot descriptions of all manner of happenings, customs, places and environments that go to make up the Canadian scene.

During the spring, summer and fall of 1949, *Saturday Magazine* brought to network listeners a description of railroad operations in the Mountain Division of the C.P.R.; a half-hour of radio-telephone conversations up and down the British Columbia coast between CBC commentators and ship-captains at sea, men in lumber camps, and settlers at remote and isolated points; and commentators also paid a visit to a Royal Canadian Navy ship just back from a survey voyage to the Arctic. From Alberta, *Saturday Magazine* brought on-the-spot descriptions of the famous Calgary Stampede; two broadcasts from the army's Exercise Eagle; and accounts of the Lethbridge Jubilee celebrations.

Listeners heard about the waterfowl sanctuary at Delta, Manitoba, and the 75th anniversary celebrations at Winnipeg. Ontario items included visits to the International Trade Fair at Toronto; the Ontario Forest Patrol Service headquarters at Sault Ste. Marie, the centenary regatta at Brockville, and the first Canadian Boy Scout Jamboree at Ottawa.

In Quebec, effective broadcasts were made of the presentation of colors to the Royal 22nd Regiment by the Governor-General, on the Plains of Abraham; and of a visit to the bird sanctuary on Bonaventure Island. Broadcasts from the Maritimes included a visit to Fort Beauséjour, and a microphone tour of the cable ship Lord Kelvin in Halifax Harbor.

With the experience gained in 1949, it has been possible to plan a wider scope for *Saturday Magazine* in its job of presenting graphic pictures of Canada and her people.

For the French network, broadcasts were scheduled alternately from Montreal and Quebec, depicting various aspects of life in the province, and beyond its borders.

One of the outstanding national events broadcasts of 1949 was the union of Newfoundland with Canada on April 1st. Microphones first picked up the swearing-in of the Lieutenant-Governor of Newfoundland, and subsequent ceremonies, at St. John's, and then the broadcast switched to Parliament Hill in Ottawa, where the ceremonies included the swearing-in of the Newfoundland member of the cabinet, and an address of welcome to Canada's tenth province by the Prime Minister.

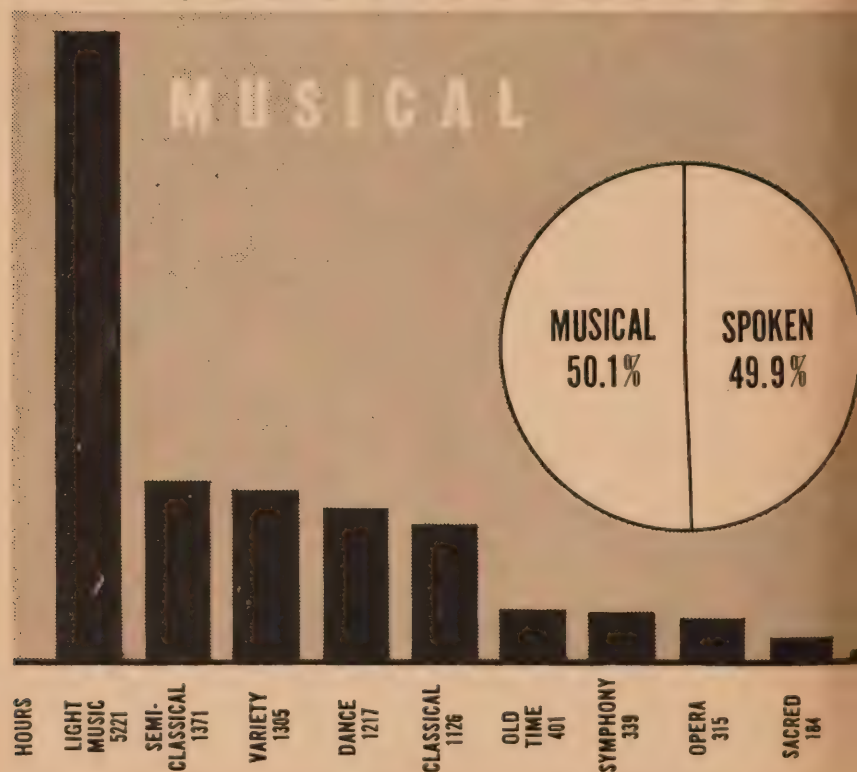
Roland Lelièvre of Quebec City prepared a special series on Newfoundland which gave a comprehensive picture of life in St. John's, and the mining, fisheries and pulp industry of the new province.

An outstanding special event broadcast on the French network was that marking the opening of Holy Year at St. Peter's, Rome. The French network carried a one-hour broadcast in co-operation with the Vatican Radio and La Radiodiffusion française.

## Music

Music of all kinds takes up more than half of the total hours of broadcasting on the French, Trans-Canada and Dominion networks. The greater portion of this time is devoted to light music, followed by semi-classical programs, dance music, variety, classical, symphony programs, opera, old time music, band music and sacred music.

### CLASSIFICATION





Through the networks, listeners in all parts of Canada hear some of the best classical music available. Apart from the extensive music programs in the Wednesday Night series, periods for classical music have been set aside at various times during the evening hours throughout the week. On Tuesday nights, the Dominion and French networks carried one-hour programs by the orchestra of Les Concerts symphoniques de Montréal and the Toronto Symphony Orchestra, on alternate weeks. The Winnipeg and Vancouver orchestras were heard on the Trans-Canada network on Sundays and, during the summer months, the Dominion network carried hour-long broadcasts by the Toronto Philharmonic Orchestra on Thursdays.

Altogether, the CBC pays the major Canadian symphony orchestras nearly \$60,000 a year in broadcast fees, providing vital support for these organizations.

The Toronto Symphony "Pops" Concerts\* were broadcast during the winter months on the Trans-Canada and French networks on Friday nights, and both networks also

(Throughout this Report, an asterisk (\*) denotes a sponsored program.)

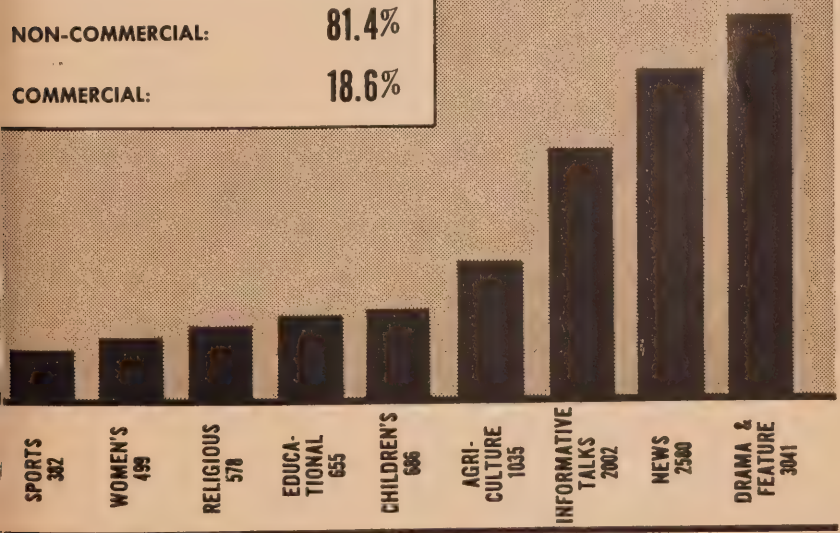
# NETWORK PROGRAMS

## SPOKEN

**TOTAL HOURS OF  
NETWORK BROADCASTING:** 23,076

**NON-COMMERCIAL:** 81.4%

**COMMERCIAL:** 18.6%





carried the New York Philharmonic Orchestra concerts on Sunday afternoons. The French network carried the NBC Symphony concerts on Saturday nights. The Vancouver Symphony "Pops" Concerts<sup>o</sup> were broadcast in Western Canada.

The Metropolitan Opera broadcasts<sup>o</sup> were an important feature of the Trans-Canada and French networks on Saturday afternoons. At the conclusion of the series these were followed on French-language stations by a series of recorded operas, and on Trans-Canada by BBC transcriptions of seldom heard choral works such as Haydn's great oratorio, *The Seasons*.

Throughout the year, CBC orchestras at various locations provided classical music programs heard Sundays, Fridays and Wednesdays. *Les Petites symphonies*, originating in Montreal, was broadcast on the French and Trans-Canada networks and, in part, to Latin America, through the CBC International Service, and won honorable mention in the Canadian Radio Awards. *Makers of Music*, broadcast nationally on Trans-Canada as part of the non-commercial Sunday evening service, presented lesser-known works by great composers, in a variety of forms and with first-rank Canadian talent. Explanatory comment was provided by Richard Johnston, professor of music at the University of Toronto. Beginning in January, 1950, the Sunday night schedule included a series in which all the major orchestral works of Johann Sébastien Bach were performed, to mark the bi-centenary of his death. Later on, Bach's organ works were performed in a Friday night series. An interesting experiment in the Sunday night schedule was the inclusion of a number of programs by Sir Thomas Beecham, in which the famous British musician played his favorite recordings, with comments about the music and anecdotes from his long career as a conductor.

The Mendelssohn Choir of Toronto, the Winnipeg Choristers and the Winnipeg Philharmonic Choir, Les Ménestrels du Saint-Laurent, the CBR Singers from Vancouver, l'Orphéon des Trois-Rivières, la Chorale St-Germain d'Outremont, le Chœur de France, the Welsh Choir, the Armdale Chorus from Halifax, the Leslie Bell Singers from Toronto and the Don Wright Chorus from London, Ontario, were among choral groups represented on the networks.

Among regular contributors to chamber music recitals were the McGill String Quartet, the Parlow Quartet, the Solway Quartet, the Steinberg Quartet, the Canadian Arts Trio and the Sumberg Trio. Guest appearances were made by such famous groups as the Hungarian String Quartet and the Griller Quartet. The American Fine Arts Quartet was a regular French network feature.

The Sunday morning recital periods on the Trans-Canada and French networks, and a Sunday evening series on Dominion, again provided a vehicle for leading Canadian artists. Other recital periods both nationally and regionally presented a large number of instrumentalists and vocalists.

An innovation for Canadian listeners was supplied from Montreal in a program featuring the Ondes Martenot, a new musical instrument invented in France and which is now used extensively by European orchestras.

Many periods throughout the week are used for programs of classical music, "live" and recorded, both on the networks and on individual CBC stations. In Toronto, where there are two CBC stations, CBL begins its weekday operations with two hours of classical music, while CJBK begins the day with light popular music. Other periods of classical and light music are scheduled on both stations throughout the day.

### Light Music

Because of the great response to a previous series, the complete operettas of Gilbert and Sullivan were presented to Dominion network listeners for a second time in the early summer of 1949, performed by the CBC Light Opera Company. Once again there was an enthusiastic response. A popular French network feature during the year was

*Le Théâtre lyrique*°, an hour-long program of popular operas and operettas with French Canadian singers. Another French network series—*Chansons canadiennes*—combined light entertainment with encouragement for Canadian composers. In eighteen weeks, this program introduced sixty-five songs written by Canadians.

*Mosaïque canadienne*°, *Le Quart d'heure de détente*°, originating in Montreal, and *Les Peintres de la chanson*°, broadcast from Quebec City, were typical of many music programs in the lighter vein. French network listeners also enjoyed such programs as *Chansons de l'Amérique latine*, similar to the popular *Latin American Serenade* of the Dominion network; *Mémoires oubliées*, *Chansons de Paris*, *La Ronde du bonheur*, and *En Sourdisine*.

An effort has been made to satisfy the tastes of those who like progressive jazz (*Jazz Unlimited* on the Dominion network, for example and the *Ray Norris Quintet* on Trans-Canada), as well as those who enjoy modern and slightly different treatments of popular melodies. Examples of a new approach to popular music were found in the program series *Starlight Moods* on Trans-Canada, in which unusual microphone placements were employed to achieve special sound quality, and the program series *Moon Mist* on the Dominion network, which gained its effect from unusual instrumental groupings. Other examples in this field were *Guitar Quartet*—four guitars and a bass viol—and *Flavored with Flute*, an entirely different type of series, which was also carried by the Mutual Broadcasting System in the United States.

Dance music by popular orchestras of the day was carried on all networks from various locations in Canada and the United States, as a regular late-evening feature.

On the French network, *A La Claire fontaine* presented folklore in music and poetry. Western-type music was heard on the English networks in such programs as *Burns Chuckwagon*°, and *Harmony House*°, from Vancouver; *Alberta Ranch House*, and *Red River Barn Dance*, from Edmonton; and the perennially popular *CBC Prairie Schooner*, from Winnipeg, also broadcast by the CBC International Service.

## Drama

Nearly 1,000 plays were produced by the CBC and broadcast on the English and French networks during the year. These, plus the many commercially-sponsored drama broadcasts and a few imported by transcription from the BBC and other networks, give Canadian audiences a variety of dramatic radio fare unequalled in the world.

Of the 997 non-commercial plays produced by CBC, 932 were written or adapted by Canadian authors. For the French network, drama productions originated for the most part in Montreal. Plays broadcast on the English networks came from Halifax, Montreal, Toronto, Winnipeg and Vancouver.

Of the 36 productions making up the season of the perennially successful Sunday night *Stage* series, from Toronto, 25 were adaptations, 11 were original plays. Seven were repeat performances of earlier productions. The *Stage* series was again honored in the Ohio State University awards, this time winning a first award for "admirable choice of subjects with a willingness to include original material; for the fine and robust texture of the acting; and for the notable quality of its musical backgrounds". In the Canadian Radio Awards, a *Stage* play, Lister Sinclair's *The Story of Hilda Morgan*, received honorable mention as "an excellent original play", and special attention was drawn to the production, by Andrew Allan, and the music, by Lucio Agostini. Plays in the *Stage* series during the year also included *A Doll's House*, by Henrik Ibsen; *Scoop*, by Evelyn Waugh; *Salome*, by Oscar Wilde; adaptations of two Robert Louis Stevenson books, *Kidnapped* and *Catriona*; and original plays on a variety of themes.

Vancouver Theatre included a diversified series of half-hour plays, a popular Friday night feature on the western and mid eastern networks. Half hour plays were heard from Winnipeg under the title *Prairie Playhouse*, *Home Town Stories* and *Peter Silence*, on the western network.

Montreal contributed 65 half-hour programs to the Trans-Canada network drama schedule, including the weekly Sunday evening series *The Happy Time*, and its sequel *My Uncle Louis*, a humorous, nostalgic picture of life in Ottawa thirty years ago. Another Montreal series, *Listening Room Only*, presented 12 original half hour plays and one adaptation. *Maritime Dramatic Workshop* productions were heard from Halifax, to be succeeded by a weekly serial program, *The People in Our Town*.

As a summer replacement for the *Stage* series Toronto produced 15 original half hour plays and one adaptation under the title *CBC Summer Theatre*. This series was also carried by the Mutual network in the United States.

For the Dominion network, several series made up a continuous drama period on Monday nights. During the year this period included the last instalments of Dickens' *Pickwick Papers* and the beginning of a series adapted from *Nicholas Nickleby*. Others were *A Name to Remember*, about prominent figures in history, and *The Saga of Bob Edwards*, editor of the *Calgary Eye-opener*.

Hour-long non-commercial productions on the French network appeared under the title *Le Théâtre de Radio Canada*, which included such plays as *Week-end*, by Noel Coward; *Chifferton*, by André Birabeau; *Trois mois de prison*, by Charles Vildrac; *Leur chère petite chose*, by Somerset Maugham; *Un Mari idéal*, by Oscar Wilde, and *J'ai dix-sept ans*, by Paul Gavault. *Théâtre dans un fauteuil* (*Theatre in an Armchair*), presented such items as *Le Dîner est en retard*, by Colette; *Etincelle*, by Edouard Peil-leron; *On ne saurait penser à tout*, by Alfred de Musset; and Beaumarchais' *Le Barbier de Séville*.

Other series included adaptations of *Don Quixote*, by Cervantès, and Conan Doyle's *Adventures of Sherlock Holmes*. *Trois de Québec*, broadcast from Quebec City, were short plays developed by three authors on given themes, such as Youth, the Man in the Field, the Seasons, and so on, and were well received. *Debuts d'artistes* consisted of adaptations of well-known novels. *Les Dramas de notre temps* pictured social ills in modern society, and *Monsieur Gustave* and *Les Propos de Fred Barry* represented light dramatic entertainment.

*Un Homme et son péché*°, broadcast five days a week, continued to be one of the French network's most popular serial programs. *Ford Theatre*°, broadcast in separate productions on the Dominion and French networks, contributed a wide range of popular, hour-long plays to both schedules, and earned a special award in the Canadian Radio Awards. *Le Curé de village*° told the story of life in a typical Quebec village.

Other commercially-sponsored drama programs on the French network included *Jeunesse dorée*, *Ceux qu'on aime*, *L'Ardent voyage*, (a daily serial acted and produced in Canada for both English and French networks), *Rue principale*, and *A L'Enseigne des fins gourmets*.

*Lux Radio Theatre*° again provided Trans-Canada network listeners with radio versions of popular motion pictures, and the Dominion network schedule included such varied dramatic fare as *Buckingham Theatre*°, using both original plays and adaptations: *Alan and Me*, a humorous family-story; and mystery plays such as *The Fat Man*° and *Suspense*°.

Serial programs heard on the Trans-Canada network included *Pepper Young*°, *Life Can Be Beautiful*°, *Road of Life*°, *John and Judy*°, and *Laura Limited*°.





*Participants in a National Farm Radio Forum broadcast have a last-minute discussion in the studio before air time.*

## ***Public Affairs Features***

A variety of economic and social issues were explored on the Dominion network series *Cross Section*. A blend of dramatization and discussion was used in dealing with such topics as trade relations, unemployment, social security, education, juvenile delinquency, alcoholism, old age, labor trends, the railway problem and industrial development.

Special attention was again given to labor-management relations. In co-operation with the Institute of Industrial Relations, University of Toronto, several programs examined the human factors which often lie beneath the surface issues involved in modern industrial disputes. The series was planned with the advice and active assistance of the Canadian Chamber of Commerce, the Canadian Congress of Labor, the Canadian Manufacturers' Association and the Trades and Labor Congress of Canada.

These organizations have also helped to build a listening audience for the series. In its official publication, *The Canadian Unionist*, the Canadian Congress of Labor reported: "Both *Cross Section* and other CBC programs dealing with current affairs—in many of which Congress representatives have taken part during the past year—point up the importance of the publicly-owned radio corporation in presenting the views of such groups as organized labor". In its publication, *Industry*, the Canadian Manufacturers' Association commented: "*Cross Section* has had a consistently high listener rating and the discussions are invariably provocative and topical . . . If you are interested in management's opinions on subjects of prime importance, please consult your local paper for the station and time of the broadcast".

For the past two seasons *Cross Section* has won the first award in the Social and Public Issues class of the Canadian Radio Awards. In addition, the 1949 series was awarded honorable mention at Columbus, Ohio, in the American exhibition of educational programs. The judges commended it for an "honest and direct approach to contemporary Canadian problems of living and for the single-mindedness of purpose in the intelligent utilization of a variety of radio techniques".

Business and labor issues have been discussed in other CBC broadcasts as well—in commentaries and in forums and round table discussions. Special coverage was given to the annual conventions of both Labor Congresses, the Canadian Chamber of Commerce and the Canadian Manufacturers' Association.

### **Citizens' Forum**

For the seventh year the CBC, in co-operation with the Canadian Association for Adult Education, presented *Citizens' Forum*, a program which has developed into "Canada's national platform". In this series representative Canadians express their views on controversial questions. Provincial educational institutions co-operated in maintaining *Citizens' Forum* offices and in informing people about the broadcasts. For the first time a provincial office was established in Newfoundland. Listeners' views were summarized by the provincial offices and were broadcast the following week. Two special broadcasts reported national opinion of *Citizens' Forum* groups on the subjects discussed.

The broadcasts, heard on the Trans-Canada network, originated in cities across the country—Vancouver, Calgary, Edmonton, Saskatoon, Regina, Winnipeg, London, Hamilton, Toronto, Ottawa, Montreal and Saint John. One broadcast, *Socialism in Britain*, came from London, England.

As in other years, the Canadian Association for Adult Education prepared printed material to supplement the broadcasts. These pamphlets were distributed by provincial forum offices and by other co-operating organizations.

The *Leader-Post* in Regina called *Citizens' Forum* "one of the ways in which the Canadian Broadcasting Corporation contributes to a better understanding by Canadians of national and international affairs". The Ottawa *Citizen* commented: "In these frank expressions of opinion listeners are sure to find reflections of their own thoughts and to feel like continuing the conversation among themselves". A columnist writing in the *Telegraph-Journal*, Saint John, described the origination from that city as "proof positive that thought-provoking programs can emanate from this Atlantic province, and seaport city. Let us have more of them".

### **Les Idées en marche**

The French network counterpart of *Citizens' Forum* is *Les Idées en marche*, produced in co-operation with the Quebec Association for Adult Education.

The 23 broadcasts in the series dealt with a wide variety of topics, and included such titles as *Parliament or Bureaucracy; National and Nationalist Frame of Mind, the Canadian Constitution; Federal Aid to Education; Science, a Source of Prosperity, Farmers and Workers—Friends or Enemies?; The State and Public Health; How to Deal with the Soviet Bloc; World Government—an Utopia?* As with *Citizens' Forum*, a number of broadcasts were devoted to topics in current news, among them *Communism in China, Rent Control; Germany's Political Situation; Minority Prejudices and National Unity, and Possible Reforms of College Education in French Canada.*

This year *Les Idées en marche* was moved to a more satisfactory listening time, (Tuesdays, at 8.00 p.m.) which greatly increased its audience.



## Human Relations

Two series on the Dominion network during the year were planned to increase understanding in the field of human relations. *In Search of Citizens* was an attempt to picture the thoughts and hopes—and the problems—of new citizens adjusting themselves to life in Canada. The stories were provided by men, women and children who had recently come to this country from Displaced Persons' Camps in Europe, and were embodied in 20-minute dramatizations of typical cases. Interpretive comment was supplied at the end of each broadcast by Professor Charles Hendry of the School of Social Work of the University of Toronto. Scripts were by writers in Toronto, Winnipeg, Edmonton and Vancouver.

Part of the cost of *In Search of Citizens* was borne by five Federal Government departments and one Provincial Government department (the Community Programs branch of the Ontario Department of Education). The series won special recognition in last year's Canadian Radio Awards, and a first award this year at Ohio State University, for "the originality and fundamental values inherent in the series".

*In Search of Ourselves*, now in its third season on the network, followed *In Search of Citizens* in the same Tuesday night period. The objective here was to show case histories of fairly common emotional maladjustments, selected with the help of the Canadian Mental Health Association. A study bulletin was prepared, giving background information and reading material for the 12 broadcasts in the series. These bulletins and publicity material were distributed by various agencies including the Ontario Community Programs branch, the Home and School Association in Nova Scotia, and the provincial departments of health in the other provinces. Thirty-five thousand study bulletins were distributed by these agencies, an increase of more than 30,000 over last year.

Among problems dealt with were those of the adolescent gang; the unmarried girl who became a mother; the feeling of inferiority; the unwanted father; people who are too old to work; the alcoholic woman; the couple who believed in the eternally happy ending but who lacked the necessary training to handle their independence. Commentaries by well-known social scientists followed the dramatized portion of the broadcasts.

*In Search of Ourselves* won honorable mention in last year's Canadian Radio Awards, and a first award at Ohio State University this year for its "provocative approach to problems of mental hygiene and for fulfilling so well the usually unrecognized need for radio programs of this type".

Problems of human relations were dealt with in a number of other single broadcasts or short series of talks during the year.

A notable series on the French network was *Radio-Parents*, broadcast in co-operation with L'Ecole des parents du Québec, illustrating in dramatized form some of the problems encountered in a child's formative years. The programs were supplemented by *Le Courrier de Radio-Parents*, in which letters from parents about particular problems were answered by experts in psychology.

## Talks

Both in the dramatized public affairs features and in spoken word broadcasts, a constant effort is made to reflect fairly the major points of view or trends of opinion. CBC policy is to encourage a frank exchange of opinion, and to maintain freedom of speech on the air.

Spoken word programs, apart from news, range from critical analysis of current events to the light, humorous, and semi-dramatic "radio cartoon"; from book, movie

and radio reviews, to a cooking school of the air; from the reading of original Canadian short stories to the reading of light verse. Within this wide field the objective is to find good radio speakers with something interesting and important to say, and considerable time is spent by talks producers in coaching prospective speakers in microphone technique, if they are not already experienced broadcasters.

### International Events and United Nations

Commentaries on international affairs are heard regularly in such programs as *Weekend Review* and *Capital Report*, on the Trans-Canada network. There are usually three speakers on the panel for *Weekend Review*, and each speaker broadcasts once every three weeks. Those heard most frequently during the year were George Ferguson, editor of the Montreal Daily Star; J. B. McGeachy, associate editor of the Globe and Mail, Toronto; and Burton Keirstead, professor of economics, McGill University. Speakers are chosen because they are well informed about world affairs, and they are encouraged to express themselves freely.

*Capital Report* carries "on-the-spot" observers who are able to combine reportorial and editorial functions. The capitals from which reports usually are received are Ottawa, London and Washington. A panel of three speakers, heard on different weeks, reports from Ottawa and Washington. *Capital Report* has always had a large and attentive following.

*International Commentary* incorporates the United Nations Commentary from the CBC office at Lake Success and commentaries from London, England, transmitted by the BBC's North American Service. These commentaries on British, U.N., and International affairs are free expressions of opinion by a variety of well-informed speakers.

In co-operation with the French section of United Nations Radio, the French network carried several special broadcasts on such events as the opening of the fourth General Assembly, ceremonies connected with the laying of the corner stone for the new U.N. building in New York, and the Declaration of Human Rights.

*Memo from Lake Success* was heard weekly on the Trans-Canada network, and *United Nations Today* was broadcast five times a week on the Dominion network. *Memo* told about the work of various U.N. agencies and gave background information about headline news. *United Nations Today* covered the highlights of the day's happenings at United Nations. This series unfortunately had very limited distribution, being carried by few network stations. From time to time single documentary programs on the work of the United Nations were presented on the networks.

Following *Weekend Review* on Sunday evenings on the Trans-Canada network. *Our Special Speaker* brought to the microphone men and women who had made an outstanding contribution in some field of endeavor, or who had a special story to tell. Some of the speakers were Carlos Romulo, President of the U.N. General Assembly; Paul G. Hoffman, Director of the Economic Co-operation Administration; Prime Minister Nehru of India; Sir Mohammed Zafrullah Khan, Foreign Minister of Pakistan; Field Marshal Earl Wavell; Dr. Brock Chisholm, Director-General of the World Health Organization; Jan Papanek, former representative of Czechoslovakia to the U.N.; Sir Basil Brooke, Prime Minister of Northern Ireland; as well as Canadians prominent in business, education or public affairs.

### Political Broadcasts

Preceding the federal election, 34 political free-time broadcasts were heard on the Trans-Canada network, eight on the Dominion network, and 42 on the French network. The allocation and distribution of time was arranged at a meeting attended by representatives of Canada's four major political parties. Election broadcasts in provincial campaigns were arranged similarly in Nova Scotia, British Columbia and Manitoba.

Between-election broadcasts on a federal basis continued under the title *The Nation's Business* on the Trans-Canada network, and *Les Affaires de l'Etat* on the French network. Representatives of the federal political parties met to allocate the time available. In each province, political broadcasts were heard under the title *Provincial Affairs*. All were free-time broadcasts.

### Literary and Cultural Programs

The weekly review program, *Critically Speaking*, which has been carried on the Trans-Canada network since November, 1948, met with an increasingly good response from listeners. Half an hour is divided among reviewers of motion pictures, radio programs and books, with the purpose of providing information and honest, competent criticism. Reviewers are drawn from various sections of the country, and varying points of view are expressed during the year.

*Canadian Short Stories*, a Trans-Canada network feature for four years, continued to provide entertainment for listeners and a market for Canadian writers. This series alone uses more short stories per year by Canadian writers than any of the major national magazines. During the past year the number of stories submitted has shown an astonishing increase; from three or four hundred in previous years to about double that number in the past twelve months. Several established writers now submit stories regularly, while a number of young writers have first been brought to public attention on the series. Ordinarily the program is 15 minutes in length, but a number of longer stories of half-hour length have been broadcast from time to time.

Noteworthy spoken word programs on the French network were three talks by one of Canada's foremost playwrights and actors, Gratien Gélinas, who expressed his views on the state of the theatre in Canada generally and particularly in Quebec. Louis-Philippe Audet gave a series on different aspects of rural and urban culture in Quebec; Gérard Morisset talked about early Canadian architects and craftsmen. Léon Trépanier reviewed little-known facts of Canadian history, and Pierre Brunet of the National Archives described federal organizations such as the Bank of Canada, and the Dominion Experimental Farm. Jean Michéa of the Anthropological Division of the National Museum described his research expeditions in the Northwest Territories and the Arctic. The noted contemporary French writer, Marie Lefranc, gave a series on her impressions of the Laurentians, presenting the mountains in a new light even to those who felt they knew them well. George Langlois broadcast a number of talks following a tour of the country from Newfoundland to Victoria, B.C., dealing with unity in the midst of the geographical, ethnical and economical diversities of Canada. *La Chronique littéraire* presented book reviews by a panel of reviewers. A popular series on correct French usage was continued under the title *Notre Français sur le vif*.

*The Metre Reader* brought writer-actor Tommy Tweed to the Dominion network microphone for readings of "light-hearted verse", with appropriate commentary. In 21 talks, Arthur L. Phelps, professor of English at McGill University, described his summer visit to Britain and Ireland under the title, *The Two Islands*. Several journalists and free-lance broadcasters joined forces in compiling *Profiles*, a summer series about interesting Canadians. The profile about the late Dr. G. G. Sedgewick, president of the University of British Columbia, received an honorable mention in the Canadian Radio Awards.

In *A Preacher's Diary*, Dr. John Coburn described his experiences as a Methodist minister serving isolated districts of Ontario some fifty years ago. *Tales that People Tell* was a series of stories and folk tales of different national groups. The Dominion network featured a weekly program about motion pictures and their production under the title *The Movie Scéné*. Individual talks on a wide variety of subjects (from talks on dinosaurs to the experiences of a Canadian as a screen-writer in Hollywood) were heard in the period called *Here and There*. *This Week* brought to listeners news about the work of public service organizations, conventions, scientific congresses and so on.

*John Fisher Reports* continued to be a most popular feature on the Trans-Canada network. As the CBC's "wandering observer of Canadian ways," Mr. Fisher spoke from many points in Canada, and also filled many speaking engagements in the United States. *Science Reporter*, a new series, has covered a wide variety of scientific topics: atomic energy, new developments in medicine, jet propulsion, photosynthesis and the scientific approach to the world food problem, defense and industrial development.

Monday Magazine, a series heard on the Dominion network since November, 1949, is designed to give opinions and comment on current topics in a not too serious manner. Regular features include an "Ottawa Notebook" with opinion and comment on what is going on in the Canadian capital, and a weekly sports item contributed from various parts of the country.

### Programs for Women

Special programs for women were presented on both English and French networks, and dealt with a great range of topics. *Lettre à une Canadienne*, heard Mondays through Friday, was concerned with women in the news, general information of special interest to women, and interviews. A weekly 5-minute talk in the series gives useful advice to consumers, prepared by the Department of Agriculture in Ottawa.

Women lawyers in Quebec took part this year in a series of six talks on the legal status of married women in European countries and South America, supplementing a series last season on the legal status of married women in Quebec. *Chronique de France* covered social and literary events in France, of interest to Canadian listeners.

Programs for women, on the Trans-Canada network, included *Cooking School of the Air*; *Needle Pointers*; *Baby Class*; *CBC School for Consumers*, and *School for Parents*. Apart from programs related directly to the home, others dealt with the wider community and cultural interests of women listeners. *A Book I Like* introduced a series of speakers, each explaining why one particular book had had special significance for her. *Putting on a Play* was designed to assist drama groups; in *Club Clinic*, practical advice was given to community leaders. *Plain English* was a series on spoken English in present-day usage; in *Mr. Prime Minister*, women read open letters to the Prime Minister reporting the opinions and requests of women in various national organizations. *Fighting Pioneers* described the work of leaders in the struggle for human rights, and in *Why Women Work*, Anne Francis talked about the progress of women workers towards equality of economic rights. Women of 32 countries on all five continents were represented in the recorded series *Our Countrywomen*; and in a similar series, *My Own Mother*, newcomers and visitors to Canada told of home life in the country of their origin.

Each weekday there was a special four-minute news commentary on some feature in the national or international news. Women's commentators in each region, who are heard five mornings a week, report on various phases of community activity, and occasionally read "radio letters" from women of other countries.

The popular program *They Tell Me*°, with Claire Wallace, continued until October, 1949. Another Trans-Canada network informative program of special interest to women was *Rita Martin's Musical Kitchen*°. On Dominion, listeners heard a series of talks on interior decorating°, and Kate Aitken's program *Your Women's Editor*°.

### Regional Interests

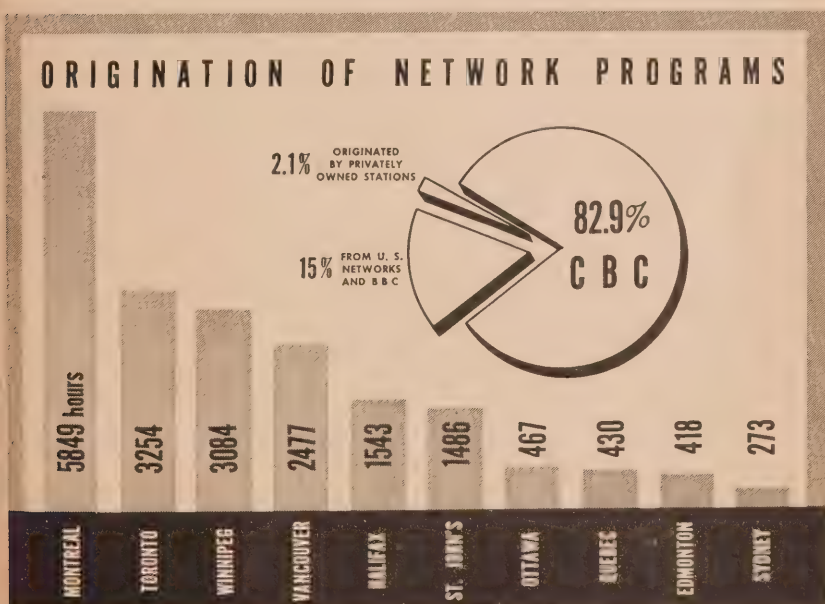
A new development in three regions of Canada was a weekly program bringing reports and comments on political and economic affairs in the region. The first program to get under way was *Report from the Provinces*, heard in Alberta, Saskatchewan and Manitoba. Later a series was arranged for British Columbia called *Report from the Legislature*, and more recently in the Eastern provinces the program *Reporting the Mar- times*.



*Neighborhood News*, a review of happenings in the smaller centres, was again broadcast in each region with the co-operation of the Canadian Weekly Newspapers' Association. The Maritimes series for the first time included items from Newfoundland weekly newspapers and the program was carried on the Newfoundland network.

Other regional talks programs reflected a wide variety of interests. *Maritime Comment* described the work of Maritime private and governmental organizations; described the lives and the work of Maritime artists; celebrated the Halifax bi-centenary; reviewed books that were written about people or places in the Maritimes. In Quebec, talks have been presented by Roy Kervin on the city of Montreal; by Frank Page on places in the news, and on a newspaperman's experiences in covering assignments; and by Eric McLean on entertainment currently offered in Montreal. In Ontario, local programs included *Let's Find Out*, a series of interviews on pertinent Ontario problems; and *CJBC Views the Shows*, reviews of art exhibitions, music and dramatic entertainment in and around Toronto. In the Prairies talks were heard on housing; on the early experiences of a Western newspaperman; on poetry and music. In Winnipeg, station C.B.W. broadcast talks by members of the staff of the University of Manitoba.

CBC Vancouver arranged a large number of programs for the Pacific or Western networks: *Radio Cartoons*, "light-hearted documentaries" on subjects like water safety, rodent control and forest conservation; *Miscellany*, a series of unrelated talks, many of them humorous; *The Writer Today* (the state of writing in present-day England); *Painters in Profile* (talks on West Coast artists); a series of interviews, *On Mike Tonight*; *Let's Read About It*, an afternoon series of talks on books; *Open Hearing*, a series of discussions on the contribution which is made to everyday life by the various arts and sciences; and *Modern American Novelists*.





# School Broadcasts

Through the facilities of the CBC, schools throughout Canada are provided with at least 30 minutes daily of broadcast programs specifically planned by departments of education to meet classroom requirements. On Mondays through Thursdays, these broadcasts are provincial or regional in scope, and are tied in directly with provincial curricula. For these programs, the CBC provides studio and production facilities and air time free of charge, while the departments of education pay the script writers and actors involved. National school broadcasts, prepared with the advice of departments of education and teachers, and financed by the CBC, are heard on Fridays. The aim of this series is to strengthen the sense of Canadian unity and citizenship among school children.

During the school year 1949-50, approximately 1,000 such programs of 15-, 20-, or 30-minute duration went on the air in all parts of Canada. Most of these were presented in dramatized form, with "live" or recorded music. Many teachers took part both as consultants and as writers or broadcasters. In Ontario, for example, 50 per cent of the scripts were written by teachers, and in the Maritimes, over 80 per cent. Broadcasts were heard on approximately 52 CBC and privately-owned stations.

In the year ending March 31st, 1950, the Department of Transport issued 6,764 free receiving licences to schools. Figures supplied to the CBC by the departments of education, for 1948-49, indicated that more than 20,000 classes with more than 429,000 students listened to the broadcasts. In addition to the CBC's expenditure on school broadcasts, the departments of education spent nearly \$100,000 on program material (research, scripts, music and acting talent), and a similar sum on the installation of receivers in schools.

The entry of Newfoundland into Confederation was marked by two special National School Broadcasts on the history and present-day life of Newfoundland, prepared with the help of the Newfoundland Department of Education. Subsequently this Department was represented, along with other departments of education, on the CBC's National Advisory Council on School Broadcasting. At Newfoundland's request, the National and Maritime school broadcasts were made available to the schools of the new province, where they were well received. The Newfoundland Department of Education has since appointed a special Audio-Visual Education Officer whose duties include the development of school radio.

Other National School Broadcasts heard during the year dealt with Canadian history, Canadian poetry, and Canadian wild life. *Citizens of the World* dramatized the lives of famous pioneers of international co-operation. For high schools, a complete performance of Shakespeare's *Macbeth* was given in four half-hour instalments. The broadcast was repeated as a two-hour Wednesday Night program on March 15th.

Another new feature for high schools was the presentation of a complete grand opera, Gluck's *Orpheus and Eurydice*, in two parts. The response was sufficiently encouraging to lead the departments of education to recommend a similar type of music broadcast for next year.

*Children of the Commonwealth* brought together another series of inter-commonwealth exchange programs, for junior grades. Programs were contributed by the British Broadcasting Corporation, the Australian Broadcasting Commission, and the New Zealand Broadcasting Service. These exchanges have proved so successful that the BBC has since taken the lead in placing them upon a more permanent basis by inviting six Commonwealth members, Britain, Canada, Australia, New Zealand, South Africa, and Ceylon to participate in a joint series of school broadcasts entitled *Things We Are Proud Of*, to be broadcast during 1950-51.

At Christmas, 1949, the Kelvin High School Choir, Winnipeg, gave a choral recital of Nativity music on the Trans-Canada network for students and parents throughout Canada. At Easter, 1950, in a special National School Broadcast entitled *Voices That Unite*, students of the Children's Republic, Moulin Vieux, Grenoble, France, and students of Queen Alexandra Public School, Toronto, exchanged greetings in song.

The BBC again offered recordings of 24 programs selected from its school broadcast schedule, and these were broadcast in Ontario, British Columbia, the Maritimes, and elsewhere at the request of the departments of education concerned. At the request of the BBC, the CBC contributed to the British school broadcast series a dramatized travel talk on salmon fishing in British Columbia. Similar contributions are in preparation.

The series *This Is Newfoundland* was cited in the Ohio State University awards "for making learning an exciting business"; *Children of the Commonwealth* received Honorable Mention. Other programs produced in co-operation with provincial departments of education won recognition both at Ohio and in the Canadian Radio Awards.

*Kindergarten of the Air*, broadcast five days a week for pre-school-age children, continued to win the approval of parents across Canada. These programs are also being used in nursery schools, kindergartens and Grade I classes in public schools.

Both the CBC and the departments of education undertook extensive publicity for school broadcasts among teachers. The CBC published *Young Canada Listens*, (circulation 40,000); and five other manuals (total circulation 57,000) were published by departments of education, along with wall charts, leaflets, and other supplements. Many departments now run summer courses to train teachers in the use and evaluation of the broadcasts. The Canadian Federation of Home and School encourages joint parent-student study and use of the broadcasts, at home as well as in school.

In January, 1950, the National Advisory Council on School Broadcasting, through a delegation headed by its Chairman, Dr. W. P. Percival, presented to the Royal Commission on National Development in the Arts, Letters and Sciences a detailed brief on school broadcasting. The delegation emphasized the need for providing additional resources to develop the work in the following fields: supply of transcriptions, issue of supplementary publications for students, and experiments with television in schools.

The need for a service of transcriptions of school broadcasts, to enable classes that have missed the broadcasts to hear and study them at their convenience, is universally expressed by teachers. Various obstacles (copyright, etc.) have to be overcome before this need can be met. In the meantime however, many schools are using tape and wire recorders as accessories to speech training and radio workshop activities.

## Radio-Collège

During its ninth season on the French network, *Radio-Collège* presented 17 broadcasts each week for 20 weeks. This season the emphasis was on studies of literature, art, science, music, history and sociology of the 20th century, completing a cycle of such studies which in previous seasons had covered earlier periods.

The various trends of thought expressed in contemporary French literature were dealt with in 15-minute lectures under the title *Les grands courants de la littérature française de 1900 à nos jours*, covering the work of Maurras, Loti, Gide, Romain, Bergson, Proust, Claudel, Jammes, Giradoux, Martin du Gard, Duhamel, Bernanos, Sartre and St-Exupéry.

*Le Musée d'Art* was a similar approach to trends in painting at the end of the 19th century, especially the art of the Impressionist school. The series concerned the work

of Manet, Degas, Monet, Sisley, Cézanne, Renoir, and the first of the Fauvists, Van Gogh and Gauguin.

Under the heading *Les Fables de La Fontaine*, the Reverend Robert Llewellyn gave a series of talks on the contemporary society as seen through the writings of the great French fabulist.

The drama series presented 20 adaptations of plays indicating trends in the contemporary French theatre; the "théâtre à thèse", with Hervieu and Lavedan; the "théâtre des Boulevards" with Sacha Guitry, Bernstein and Pagnol; the "théâtre d'avant-garde" with Claudel, Romans, Lenormand Arnoux, Vildrac, Gheon, Anouilh, Supervielle and Giraudoux. The series also included three plays by French novelists: *Le Maître de Santiago* by Henri de Montherlant; *Asmodée* by François Mauriac, and *Caligula* by Albert Camus.

*La Science et l'Homme* was a series of 20 lectures devoted to the study of scientific evolution and of major discoveries in the field of science. Dramatized biographies were given in *Aventures scientifiques*, which told the stories of such great scientists as Flamel, Ambroise Paré, Lister, Mendel, Freud, and Banting. Weekly lectures on human biology, from the days of Hippocrates to the present time, were given under the title *Des Oracles à la pénicilline*.

Trends in contemporary French poetry were outlined in *Introduction à la poésie française du 20e siècle*, a series given a first award in the Canadian Radio Awards for a "new and most efficient method for teaching poetry". *L'Homme et la Société* dealt with the various points of view of modern labor organizations, and the economic, political, and social evolution of Canada in the last 50 years was reviewed in the series *Connaitre le Canada*.

Music education was provided in a graphic manner in *Initiation aux instruments de l'orchestre*—20 talks on musical instruments and their roles in the modern orchestra. Each talk was illustrated as it progressed, and to conclude it the guest artist of the day performed the most characteristic works in the repertoire of his instrument.

*La Cité des plantes* and *Le Monde animal* dealt with progress in botany, and with animals native to Canada.

The Thursday afternoon programs of *Radio-Collège* were devoted to liturgy, and featured the Schola Cantorum of Le Grand séminaire de Montréal. Two additional talks periods dealt with various aspects of liturgy.

*La Musique du 20e siècle* included works by Debussy, Ravel, Ibert, Poulenc, Britten, Bartok, Bloch, Milhaud, Strauss, Stravinsky, Shostakovich and other composers, played by a CBC orchestra and accompanied by explanatory comment.

Audience mail received by Radio-Collège indicates that the service has been of value to listeners in more than 500 urban or rural centres of Quebec, other provinces, and the United States. Eighteen thousand copies of the printed schedule were distributed to listeners who requested them.

## Farm Broadcasts

Service to listeners in rural Canada has been expanded again this year. One new program was added in the Prairies, while existing services were reviewed and extended as the need arose, in all regions.

The regional, noon-hour farm broadcasts are the flexible back-bone of the service—adjustable daily to suit the needs of farmers for market prices, production methods,

weather forecasts, spray bulletins, insect control information, and general farm news. Commentators in all regions are in constant touch with the practical farmer and farm officials for up-to-the-minute information on matters of marketing and production.

In every region the noon-time farm program has been broadcast from agricultural meetings and fairs such as the Pacific National Exhibition, the Brandon Winter Fair, the Royal Winter Fair, the International Plowing Match and the Maritime Winter Fair. In each case, the broadcast proved to be a big drawing card.

Interviews with agricultural officials and farmers are frequently a part of the noon-hour farm broadcasts. Approximately 15 minutes per week of *Le Réveil rural*, the French-language broadcast, are produced in co-operation with the Quebec Department of Agriculture, to help the province promote such projects as sugar-beet production, soil conservation, and pest control.

For the first time in recent years, an over-all survey on the presentation of market information has been made. It is hoped, as a result of this analysis, to provide better listening from a program standpoint and more useful information to the farmer.

### **Junior Farm Broadcasts**

Early in 1945 the first complete Junior Farm Broadcast was started in the Maritimes. Now a second is underway in Manitoba, presented at noon-time each Saturday, for 15 minutes. It provides information on methods of feeding, grooming, judging, showmanship, and other matters connected with the Junior Club program in Canada. Feature and news sections complete the program. Where there is no special Junior broadcast, this type of information is included in the regular noon-time programs. Commentators work closely with provincial leaders and field workers of the Canadian Council for Boys and Girls Club Work, and in Ontario the program is extended to include activities of the Junior Farmers of Ontario. It is hoped that the Saturday morning Junior broadcast can soon be developed in other regions of Canada.

### **National Farm Radio Forum and Le Choc des idées**

Forum-type programs for Canada's farm population are broadcast throughout the winter season on both the Trans-Canada and French networks. *National Farm Radio Forum*, the English series, has just completed its tenth season, and is still the largest listening-group program of its type in the world. The number of active groups increased during the season to a total of 1,600, with some 27,000 farm people as members. More than 400 new groups were organized during the year.

The format of the program was varied, to meet the wishes of the forum groups. Of the 21 broadcasts in the 1949-50 series, 11 were of the discussion type, six were dramatized, and the remaining four were of the interview or report type. Questions dealt with included the activities of farm organizations in developing future leaders; the desirability or otherwise of greater uniformity in Canadian education standards and facilities; rural recreation; family life on the farm; parity and floor prices; tariff barriers; conservation; labor and the farmer. Those taking part in the broadcasts included 14 farmers, nine farm organization officials, six technical experts or government officials, nine representatives of press or radio; two members of Parliament; six officials of foreign governments or international organizations, and two farm wives. Four of the participants were from British Columbia, sixteen from the Prairies, twenty-one from Ontario and Quebec, six from the Maritimes, three from the United States, three from international organizations, and five from national organizations.

One broadcast originated at the 5th Conference of the United Nations Food and Agriculture Organization in Washington, and one was broadcast before an audience at the annual conference of the Canadian Federation of Agriculture at Niagara Falls.



*Le Choc des idées*, on the French network, follows much the same program format. Topics discussed during the season included forestry resources, planned agriculture research, agricultural schools, storage of farm products, taxation, recreation for farmers and their families, etc. While there is no registration of listening groups for this series, it has a large audience among the syndicates of l'Union catholique des cultivateurs, and La Société canadienne d'enseignement post-scolaire and has become part of the curriculum in Quebec Agricultural schools.

### Summer Fallow

This 30-week series of half-hour dramas carries through the summer on the Trans-Canada network, in place of *National Farm Radio Forum*. The program was developed with the idea of interesting both city and country listeners in Canada's agricultural history and development. Titles included *Farming under Glass*, the story of two large greenhouse operations; *Country Editor*; *Fishermen of the Prairies*, about the Icelandic settlement at Gimli, Manitoba; and *The Rat Who Got to Alberta*, based on Alberta's fight to remain the only rat-free area in North America.

### International Agricultural Broadcasts

Full coverage was given in May and June of 1949 to the meeting of the International Federation of Agricultural Producers in Guelph, by means of temporary studios set up at the scene. Reports of the proceedings as well as direct pick-ups from the conference hall were carried on various programs on the network with established audiences. A farm broadcast commentator attended the full sessions of the United Nations Food and Agriculture Organizing Conference in Washington and reported to the CBC networks. During the Christmas season, a special broadcast was presented in co-operation with UNESCO on *Food and Man*.

## Fishermen's Broadcasts

Plans are underway for considerable improvements to the CBC Fisherman's Broadcast, which at present serves the three Maritime provinces and Newfoundland. It is planned to extend it from 15 to 30 minutes a day, as the result of a projected increase in staff of the Department of Fisheries. This is designed to improve the service of market price quotations and general fisheries information, for the 100,000 people in the four provinces who make a living in whole or in part from the sea.

Apart from market quotations for both Canadian and American Atlantic ports, the program provides information on ice and bait supplies, detailed marine weather forecasts, and general information about the fisheries industry. Notices to mariners regarding navigational aids—buoys, fog signals, lights, which may be extinguished or out of position—keep not only fishermen but the coastal trade in general aware of all hazards to navigation.

Special programs for fishermen are included each season in *Le Choc des idées*, on the French network. Topics this year included discussions on the producers' and consumers' viewpoints on the fishing industry, deep sea fishing, and a study of the Strait of Belle Isle.

While no regular fisherman's broadcast is presented on the Pacific coast, a marine forecast service has been established immediately following the CBC Farm Broadcast at noon. The period is also used for general fisheries information.

Plans have been discussed for a special program to serve Newfoundland's 50,000 primary producers, but lack of funds and personnel have so far prevented its establishment, as well as expansion of the Pacific coast fisheries broadcast.



## *Weather Broadcasts*

Apart from regular weather forecasts carried in conjunction with news bulletins and the regular farm broadcasts, an effort has been made to present the "inside story" of the weatherman and his operations. *How About the Weather?*, presented nationally on the Trans-Canada network Sunday evenings, told in popular form of some of the Meteorological Bureau's problems and work, and proved to have a wide appeal. In the Maritimes, *Meet Your Weatherman*, somewhat similar to the national program was carried on again from September to June.

## *Gardening Broadcasts*

Fifteen-minute talks on gardening are heard each Sunday in five regions, and have a large following among both city dwellers and farmers.

## *Religious Broadcasts*

The most important development during the year in the field of religious broadcasting was the inauguration of the CBC's *National Sunday Evening Hour*. Heard Sunday evening on the full Trans-Canada network, this 45-minute period is a non-denominational form of service broadcast from Canada's capital for listeners of all faiths. Both members of the clergy and laymen have been invited to speak, and representatives of the Anglican, United, Roman Catholic, Christian Science, Presbyterian, and Baptist denominations have appeared, along with representatives of the Jewish faith, and of the Salvation Army. The response both from the clergy and from listeners in general has been great.

Speakers heard so far in the *National Sunday Evening Hour* have included such outstanding figures as Dr. Lynn Harold Hough of New York, formerly Dean of Drew Theological Seminary, Madison; Dr. George P. Gilmour, Chancellor of McMaster University, Hamilton; Commissioner Charles Baugh, Territorial Commander of the Salvation Army in Canada; Dr. M. F. McCutcheon, President of the Baptist Federation of Canada; General the Honorable A. G. L. McNaughton; Dr. Erwin D. Canham, Editor-in-Chief of the Christian Science Monitor, Boston; The Very Reverend J. Scan-nell, O.M.I., former Provincial of Oblates of Mary Immaculate, Ottawa; and the Very Reverend George C. Pidgeon, former Moderator of the United Church of Canada. The broadcasts originate in Stewar-ton United Church, Ottawa, before a congregation.

CBC stations in Toronto, Montreal and Winnipeg broadcast Sunday morning church services, and a 15-minute devotional program is heard each weekday morning on all CBC stations. Another series, *Family Worship*, is broadcast each weekday morning from Winnipeg. News of the Christian Church throughout the world is provided each Saturday in *World Church News*, presented by Dr. W. J. Gallagher, General Secretary of the Canadian Council of Churches. Dramatized stories from the Bible were presented each Sunday during the winter season under the title *The Way of the Spirit*, to be replaced during the summer by narratives from the Bible.

On the French network, weekly dramatic presentations dealing with the lives of the founders of the Roman Catholic Church in Canada were broadcast under the title *Le Ciel par-dessus les toits*.

The allocation of periods to various denominations is handled by the CBC's National Religious Advisory Council, whose main concern is with two series, *Church of the Air*

and *Religious Period*, broadcast each Sunday afternoon on the Trans-Canada network.

A less formal religious period is presented on Trans-Canada each Thursday night under the title *Eventide*. Special religious broadcasts during the year included a half-hour report from the meeting of the Anglican Synod, a special Christmas Day broadcast from Christ Church, Niagara Falls; an Easter Sunrise Service, World Day of Prayer, the Baptist Diamond Jubilee; the 400th Anniversary of the Book of Common Prayer, and special Holy Week Meditations.

On the French network a High Mass was broadcast on the first Sunday of each month from October to April, and other Masses were broadcast on special occasions, such as Christmas Eve (from Le Grand séminaire de Montréal), Mother's Day, etc. For shut-ins, the French network scheduled ceremonies in connection with the monthly pilgrimage to St. Joseph's Shrine on Mount Royal, as well as religious talks given on three consecutive days as a form of annual retreat. Weekly talks and forums by laymen, dealt with such topics as the part played by religion in various spheres of life: in the family, professions, labor, education, schools, and universities.

## Children's Programs

Programs for children are broadcast in "out-of-school" hours each weekday afternoon, and also on Saturdays and Sundays. The emphasis has been placed for the most part on simple narrative stories, with occasional dramatizations, and the objective is to entertain and where possible inform and instruct.

Stories of the adventure type on the Trans-Canada network have included *The Painted Arrow*, *Treasure on Bluenose Island*, and *The Adventures of Captain Dick*. A *Doorway in Fairyland* gave young actors a chance to perform, in a series of fantasies. These programs were picked up and rebroadcast by the Rural Radio network in the United States.

During the year, each region has contributed to the weekday children's series. Among the more popular programs were *Magic Adventures*, from Vancouver; *Life in the Open*, from Winnipeg; *Maggie Muggins*, from Toronto; *Adventure Stories*, from Montreal; and *Sleepytime Story Teller*, from Campbellton. French network listeners followed the adventures of *Yvan l'intrépide*, five evenings a week.

The Saturday-morning programs on the French network were *Tante Lucille*, including a contest with books as prizes; *La Boîte à musique*; *Les Plus beaux contes et Les Plus belles légendes du monde*; *Un Récital pour les jeunes*, a program of lieder from various countries, interspersed with poems; *Le Théâtre des petits*, featuring young musicians and singers; and *Samedi-Jeunesse*, attended by an audience of youngsters from 9 to 15 years of age, who participate in songs and dances. Information on such topics as science and hygiene are a part of the program.

The *CBC Stamp Club* is a comparatively new addition to the Saturday morning schedule on the Trans-Canada network, which includes *Calling All Children*, broadcast from Ottawa; and *The Answer Man*, to whom children in many parts of Canada send a great variety of questions.

*Cuckoo Clock House* was broadcast Saturday evenings on the Dominion network. The Sunday stories by *Just Mary* and *Folk Songs for Young Folk* programs are perennial favorites.

*Cuckoo Clock House*, produced in co-operation with the Canadian Federation of Home and School, won a first award at the Institute for Education by Radio at Columbus, Ohio. The *Maggie Muggins* series won honorable mention. *Sounds Fun*, a series for youngsters, produced in co-operation with the Toronto Junior League for CBL, Toronto, also won honorable mention.



*Broadcast from Dufferin Terrace in Quebec City, Soirée à Québec is a lively half-hour of the folk-music of French Canada, carried to a national audience.*

## *Variety and Comedy*

Light programs appealing to many tastes make up the variety schedule of the three CBC networks. A new development during the year was the production of *Startime*, a one-hour program forming part of the non-commercial Sunday evening schédule on the Trans-Canada network, and which has served as a "showcase" for top-ranking Canadian artists. Beginning in January, 1950, the *Startime* series attracted a good deal of attention across Canada, as a "family hour" of good listening. The series has also been heard regularly on the CBC French network.

On two occasions, the Canadian-born conductor Percy Faith returned from the United States to serve as conductor-arranger of the 34-piece orchestra, which for the balance of the series was under the direction of Paul Scherman, assistant conductor of the Toronto Symphony Orchestra. Music heard on *Startime* has ranged from musical comedy successes to concert and classical works, performed by a notable roster of outstanding Canadian singers and musicians. Plans have been made to move the production of *Startime* to Montreal, Winnipeg, and Vancouver for the summer months, returning the series to Toronto in the fall and thus including a wider range of Canadian artists.

Many old favorites continued during the year in the variety field. *From Leicester Square to Old Broadway*, from Vancouver, brought to Trans-Canada network listeners the songs and patter of the old music hall days. *Soirées de chez nous*, on the French network, was a popular, hour-long program based on material drawn largely from the rich folklore of Quebec. *Soirée à Québec*, heard on both the French and Trans-Canada networks, originated from Dufferin Terrace in Quebec City, where crowds gathered on the promenade to take part in the square dances and folk songs performed by the

Order of Good Cheer and the Cape Diamond Singers. From the Maritimes, listeners heard another series of the popular stories about the fabulous S.S. *Margold*, powered by electric eels in her voyages through the Salmon River country. From Toronto to the Eastern network, "Rawhide" blended impersonations, satiric comedy and music in *After Breakfast Breakdown*. A popular morning comedy show on the French network was *Le P'tit train du matin*.

The *Wayne and Shuster Show*°, broadcast Thursday nights on Trans-Canada, won for the second year in succession the Canadian Radio Award for the best comedy program. Trans-Canada listeners also heard such popular American programs as the *Bob Hope Show*°, *Fibber McGee and Molly*°, the *Fred Allen Show*°, *My Favorite Husband*°, and the family-situation comedy of *Ozzie and Harriet*°. The *Jack Smith Show*° was a Monday to Friday feature in the early evening. Other popular Trans-Canada network variety shows were the *Arthur Godfrey*° program; the early morning *Breakfast Club*°, the Monday to Friday noon-time program of *The Happy Gang*°, still one of the most popular in Canada after twelve years on the air; *Kraft Music Hall*°, starring Al Jolson, and the early afternoon series, *Singalong*°, with Russ Titus. *Canadian Cavalcade*°, a Tuesday night feature, included dramatized stories highlighting unusual events. The Department of National Defence produced a variety-type show called *Comrades in Arms*° (later heard on the Dominion network).

Variety programs on the Dominion network included the perennially popular *Aldrich Family*° and *Amos 'n' Andy*°; *Blondie*° and the *Edgar Bergen Show*°, the *Great Gildersleeve*° and *Our Miss Brooks*°; *Beulah*°, and *My Friend Irma*°. The special brand of music produced by Spike Jones was heard in *Spotlight Revue*°, and other top American variety programs included the *Milton Berle Show*°, the *Mercedith Wilson Show*°, and the *Roy Rogers Show*°. Among Canadian productions on the Dominion network were the popular *C.I.L. Serenade*° and *Talking to the Stars*°, from Montreal; *Westinghouse Presents*°, from London, Ontario; and the *Wrigley Show*°, from Toronto.

The counterpart of *The Happy Gang*° on the French network was the popular Monday through Friday program *Les Joyeux troubadours*°. With the exception of a few musical programs broadcast on both English and French networks, commercial programs scheduled during the season on the French network originated from the CBC studios at Montreal. *Radio Carabin*° was a full-hour variety show which maintained a great popularity won in previous seasons; the network also carried a French version of *C.I.L. Serenade*°. *Tambour battant*° was the French production of the Department of National Defence program *Comrades in Arms*°. The comedy program *Quelles nouvelles*° completed its eleventh season on the air; and *Rolande et Robert*°, featuring the popular singers Rolande Desormeaux and Robert L'Herbier, continued as a successful early evening program five times a week.

A most successful series on the Dominion network has been *Let's Play Bridge*. Requests for folders carrying bridge hands to be played have averaged almost 1,000 a month from the United States alone, apart from requests from Canadian listeners across the country. From time to time programs in the series originate where important bridge tournaments are being played, and numerous bridge experts have appeared as guests on the programs.

## Sports

Network coverage of important sports events has increased considerably during the year, covering leading events in golf, tennis, power-boat racing, sailing, rowing, horse-racing, track and field, prize-fighting, hockey, football, curling, figure-skating and skiing.



Saturday night, as usual, was hockey night in Canada during the winter season with the regular *N.H.L. Hockey Broadcast*°, heard on both the Trans-Canada and French networks. *Championship Fights*°, from Madison Square Garden, was carried on Dominion for boxing fans. The East-West Canadian Football finals were also broadcast under commercial sponsorship, as were the World Series baseball games, heard on both Dominion and French networks, and some of the leading American turf events such as the Kentucky Derby, the Preakness, and the Belmont Stakes, carried on the Dominion network. *The Macdonald-Brier Bonspiel*° broadcasts brought a top curling event to Trans-Canada network listeners.

CBC covered the main turf events in Canada: the King's Plate, the Canadian Derby, and the Breeders' Stakes. Accounts of the Grand National, the Derby, the Caersarwitch, the St. Leger and the Cambridgeshire were obtained by shortwave from the BBC.

The Canadian Open and Amateur Golf Championship tournaments were covered by nightly summaries of preliminary days' play, and stroke-by-stroke accounts of the final days' play. The latter broadcasts were made by means of portable shortwave transmitters over which commentators can be heard from any part of a golf course. The Canada-Australia Davis Cup tennis finals and the Dominion Tennis Championships were reported from the courtside. CBC commentators and engineers broadcast running accounts of the Harnsworth Trophy powerboat races in the Detroit River in which Miss Canada IV was an unsuccessful challenger.

Daily programs reported the progress of Canadian athletes at the British Empire Games in Auckland, New Zealand, through cabled reports from correspondents at the scene.

Sports events such as the Senior "A" Allan Cup playoffs, Intercollegiate football, Western Canada amateur hockey, Big Four football, and Little World Series baseball games were sponsored broadcasts.

The main sports scores are carried regularly at the conclusion of CBC regional news bulletins, in both English and French. Sports commentators are heard both locally on CBC stations and on regional networks.

## Sports College

- *Sports College*, a public service project conducted by Lloyd Percival, will complete its sixth year of broadcasting in July, 1950. Begun in 1944 with the motto "Keep Fit, Work Hard, Play Fair, Live Clean", *Sports College* has continued to serve young Canadians through the weekly radio program, printed bulletins and manuals. To its microphone, *Sports College* has brought famous athletes to pass on their sporting know-how to the program's million listeners in Canada, the United States and Newfoundland. The broadcast also has a "sports clinic" which gives carefully-researched answers to typical questions and problems sent in by young athletes from all across the country. Supplementing these broadcasts are the *Sports College* "Playbetters"—little books which round up the best information available on training methods, diet and style. These booklets provide information on every sport played in the Dominion as well as tips on such things as construction of playing fields and care of equipment.

*Sports College* now has a listening audience estimated at more than one million. It has 400,000 members including 60,000 leaders—teachers, coaches, Scout leaders, etc. It receives an average of 5,000 letters a week and has distributed more than a million pieces of literature ranging from single-page bulletins to its 40,000 word manuals and "Playbetters".



## Quiz Programs

The popular quiz programs *Share the Wealth*° on the Trans-Canada network, and *Treasure Trail*°, on Dominion, continued to attract a large number of listeners. *Twenty Questions*°, the radio version of the familiar parlor game, was brought in from the Mutual network in the United States.

*What's Your Beef?*° heard daily on the Trans-Canada network, and *Qu'est-ce qui ne vas pas?*°, its French network counterpart, were interviews with "the men in the street" on whatever topics the interviewee chose to speak. *Qui suis-je?*° is enjoying another successful season on the French network, along with a musical quiz, *Connaissez-vous la musique?*°

Once a week, the Trans-Canada network carried a CBC quiz program, *Beat the Champs*, in which questions are directed to two teams, one made up of guests. Well known Canadians have appeared frequently on the program. Trans-Canada also carried the International Service quiz program *What's the Answer?* (formerly *Canada-West Indies Quiz*).

## Use of Talent

Because of its great success last year on the French network, the CBC talent contest for singers—*Nos Futures étoiles*—was resumed in the fall of 1949, and again thrown open to all Canadians under 30 years of age with a concert, opera, or light opera repertoire. Two winners are chosen by a panel of judges, and each receives a prize of \$500 and a 26-week French network engagement.

During the first series of *Nos Futures étoiles*, 44 contestants chosen from 626 candidates, representing six provinces and the United States, were heard on the air. The winners were Louise Roy, 24-year-old dramatic soprano from St. Boniface, Manitoba, and a 22-year-old lyric bass from Granby, Quebec—Jean-Pierre Comeau—who, as a result gave up his job as announcer-producer at station CHEF in Granby to concentrate on his music studies. Ten other semi-finalists in the series were later heard in French network programs as guest soloists with a CBC orchestra.

For the second series of *Nos Futures étoiles*, the number of candidates increased to 692, and seven provinces were represented by the 44 contestants finally chosen. They are being heard in 22 broadcasts, with five more programs for the audition of semi-finalists.

Miss Louise Roy also placed first in last season's *Singing Stars of Tomorrow*° series, which has been a popular Trans-Canada network feature late Sunday afternoon for several years. Forty-four young singers were heard during the series. Miss Roy with the highest marks, won \$1,000; second prize went to Morley Margolis, a 27-year-old baritone from Winnipeg (\$750); two other awards of \$500 each went to soprano Lois Marshall of Toronto and Ernest Adams of Vancouver, baritone. *Singing Stars of Tomorrow* was resumed in the fall of 1949, and will soon conclude a similar series with the presentation of scholarship awards to the winning contestants.

*Opportunity Knocks*, the CBC's most varied program in the talent field, continued for another successful season on the Dominion network. After originating in Toronto for two seasons, the program was moved to a Montreal theatre in April, 1949, where a large audience watched each week while the contestants "sold their wares" to a national audience. The first Montreal winner was a young French-Canadian coloratura soprano, Marthe Letourneau, with a quartet, *Les Quatre*, and a popular singer, Roland Legault, as runners up. Winners of the next *Opportunity Knocks* series from Montreal, in the

fall, were Kalle Ruusunen, a Finnish-born baritone, with tenor Abrahmo Carfagnini and soprano Lila Carlson as runners up.

In January, 1950, a companion program—*Opportunity Trials*—was begun from Toronto, on station CJBC, as an experiment with "auditions of the air". It is broadcast every Saturday morning, and every four weeks a winner (selected by judges) is given a trip to Montreal to appear as a contestant on *Opportunity Knocks*. Both programs are directed by John Adaskin.

Through these programs, network appearances have been given to 152 artists in the past year. They have included 89 singers, 29 instrumentalists, 30 announcers, and four comedy acts. More than 700 candidates were auditioned either in Toronto or Montreal or by recordings. Applications for auditions have come from such widely scattered points as Victoria, Moose Jaw, Quebec City, Ottawa and Halifax, and also from the United States. *Opportunity Knocks* tries to confine itself to artists who intend to make a career for themselves in Canada as professional entertainers, and has proved a valuable "show window" for them. Each performer is paid a professional fee. In addition, the most popular artist chosen each week by theatre applause and audience mail is given a return engagement at a \$50 fee, and a chance to compete in the semi-finals for the grand prize—a CBC network program series.

Artists appearing on *Opportunity Knocks* have done exceedingly well, one of them obtaining an engagement in a Montreal club ten minutes after his appearance on the air. Soprano Marthe Letourneau has had regular air and concert appearances since winning the series in which she was heard, and recently took the lead in a production of the opera *Lakmé* at Quebec City. Ninety per cent of the announcers heard on *Opportunity Knocks* as contestants are now working in radio stations across Canada.

Plans are being made to originate *Opportunity Trials* in other Canadian cities, to increase and make more representative the flow of talent for *Opportunity Knocks*. A program designed to encourage talent is heard on the French network under the title *Les Talents de chez-nous*<sup>\*</sup>.

Auditions are held regularly at all main CBC production points for would-be singers, instrumentalists, and announcers, apart from those auditions held specifically for *Opportunity Knocks*. During the year under review, auditions were auditioned at Vancouver, Winnipeg, Toronto, Ottawa, Montreal, Quebec City, Halifax and Sydney. Many of those found satisfactory subsequently appeared on the air. Candidates are judged by panels made up of free-lance artists highly competent in their own fields, and who never see the candidates. Their work is judged purely by ear—the way in which the listener will judge.

Canadian writers find an outlet through the CBC not only for short stories and talks scripts, but through the many radio plays performed on the networks either in drama periods or in farm broadcasts, dramatized features such as *Cross Section*, children's programs, and so on. The Drama department receives some 1,500 scripts a year. Those found unacceptable are returned to their authors with constructive criticism and advice. During the year the program director of the Trans-Canada network made a trip through Western Canada, addressing authors' groups, in an effort to encourage the submission of more radio scripts from Canadian writers.

In an average year, CBC pays Canadian writers more than \$175,000.

## Special Programs

On many occasions the CBC produced special programs to promote the work of charitable and philanthropic organizations and to support appeals for funds. The cost of writing, music, actors' fees and other production expenses are borne by the CBC.

The feature programs *Miracle in the Dark*, produced on behalf of the Canadian Federation of the Blind, *The Story of the Boy Who Was Found Early*, for the Canadian Tuberculosis Association, and a series of talks on cancer by leading medical authorities, for the Canadian Cancer Society, were some of the special productions during the year. A one-hour salute to the work of The Salvation Army was produced and broadcast before a capacity audience in Toronto. Other organizations and appeals which were given support included Le Jeunesse ouvrière catholique, the Canadian March of Dimes; the Hospital for Sick Children, in Toronto, the Society for Crippled Children; United Emergency Fund for Britain; Community Chests of Canada, UNICEF, Le Conseil supérieur de la co-opération; La Ligue de Sécurité, La Société Saint-Jean Baptiste; the Canadian Red Cross; and many others.

Book Week, Education Week, Army and Navy Week, Health Week, Brotherhood Week, Fire Prevention Week, were also supported by programs or special announcements. This help is given on both English and French networks, and on CBC stations locally.

A special department handles the work of arranging these broadcasts on behalf of organizations and appeals, co-operating with all national organizations in publicity and in selecting the most effective medium of support. Full-scale dramatized programs are produced by the Features Department, which also produces broadcasts to mark significant occasions in our national life. Among these was *A Welcome to Newfoundland*, a one-hour program broadcast nationally on the occasion of the union with Canada, and which won honorable mention in the Canadian Radio Awards.

## International Radio Relations

During the year, Canadian programs were sent to Australia, New Zealand, the United States, South Africa, England, Germany, and France. Programs were received, and broadcast in Canada, from the United States, Switzerland, the United Kingdom, France and the Netherlands. Scripts and program ideas have been exchanged, and radio officials from other countries—United Kingdom, France, Korea, Australia, New Zealand, Norway, Germany, South Africa and Japan—have visited the CBC to study the Canadian radio system. Several CBC officials have gone abroad during the year to attend international radio conferences, and to study radio and, more particularly, television operations.

The CBC co-operates regularly with the American radio networks in providing special programs to be broadcast in the United States. Examples of this type of work are the United Nations' program, *The Cardboard Box*, on the subject of genocide, and a program of Canadian music for the Oklahoma Symphony, broadcast on the Mutual network and also in Canada. A documentary program, *Canadian Fisherman*, was prepared by CBC Halifax for the Columbia Broadcasting System. Special news reports were prepared for all American networks, from time to time, and special facilities were arranged for them at the time of the Noronic disaster, at Toronto. CBC originated for the American Broadcasting Company two *Treasury Hour* shows, from Toronto, and fed to that network the popular *Nancy Craig* program, from Montreal. ABC carried the CBC program *Moon Mist* as a special feature.

During the year there was a slight decrease in program material from the American networks (to a total of 2,865 hours), and an increase in exchange service with the BBC (to a total of 539 hours). The Mutual network and the American Broadcasting Company carried 14 hours and 45 minutes of CBC programs during the year.

The Mutual network in the United States broadcast the CBC series *Flavored With Flute*, *CBC Summer Theatre*, the *Don Wright Singers*, *The Happy Gang*°, *Wally*

Wicken's orchestra and Art Hallman's orchestra. NBC carried two documentary programs and an insert by Dr. Charles Best, one of the discoverers of insulin, in a special program about diabetes.

The Rural Radio network in the United States, a group of FM stations, was given permission to pick up and rebroadcast the CBC children's series *A Doorway in Fairyland*. WSUN, St. Petersburg, carried six quarter-hour broadcasts dealing with tourist attractions in Canada, prepared and financed by the CBC.

Requests from American radio stations for permission to carry CBC programs by transcription, free of charge, have increased throughout the year. While this denotes increasing popularity for CBC programs with American audiences, the special recording fees involved for musicians and actors in the production of such programs makes the cost prohibitive.

CBC exchanged broadcasts almost weekly with the BBC, carrying a number of selected BBC transcriptions for their entertainment value as well as broadcasts of a special events nature. The BBC news is broadcast daily in Canada. From CBC, the BBC has taken such programs as *Prairie Schooner*, *Canadian Commentary*, regular Gaelic, Welsh and Scottish news letters once a month, and a series featuring Canadian Choirs. For the 1949 Christmas Day broadcast, CBC arranged a pick-up from the Alberta oil fields.

A number of music programs from the BBC have been carried on the French network, together with *Vieux pays*, *Vieilles chansons*, a series of programs on the folklore of France, transcribed by La Radiodiffusion française.

## Technical Development

In addition to the regular operation and maintenance of broadcasting facilities, the plants of both the National and International services have been further developed during the year. Construction was started on three new transmitter projects, new equipment was provided for two important network relay points, and the work of adapting the former Ford Hotel to meet the requirements for studio and office accommodation in Montreal proceeded according to schedule.

### Construction

At Vancouver, the transmitter building for station CBR is being enlarged to accommodate a new 10 kw transmitter, and a new directional antenna is being installed. It is expected that CBR will be operating at its increased power of 10 kw by September, 1950.

At Windsor, work was begun on the new transmitter building and the directional antenna system for station CBE, and also on studio and office space (in the Security Building). This new station is scheduled to begin regular service on July 1st.

At Marieville, near Montreal, the transmitter building of station CBM is being extended to accommodate a new 50 kw transmitter, replacing the present 5 kw unit. The project is well underway, and the new transmitter should be in operation by late summer.

At Grand Falls, station CBT was added to the Newfoundland network, and operations began on July 1st, 1949, with a power of 1 kw.





*CBC architects' drawing of the transmitter building for station CBE, Windsor, the new CBC outlet for southwestern Ontario.*

The extension of the broadcasting schedule in Newfoundland has overloaded the existing studio and office facilities in the Newfoundland Hotel, St. John's, and a move to other quarters is being considered.

The construction of two new 21 Mc/s arrays for transmitting International Service broadcasts to South America and Africa was completed at Sackville, New Brunswick, last year. The new African array was first put into regular use on June 13th, 1949, when the International Service placed its facilities at the disposal of the United Nations for the purpose of broadcasting commentaries from Lake Success. Reception in South Africa has been generally good.

The dual frequency arrays, on which programs can be transmitted in the 9-11 Mc/s and 15-17 Mc/s bands to South America and to Africa, were found to be somewhat limited from an operating standpoint in that on any one array, programs could be transmitted on only one frequency at a time. The South American 9-11 Mc/s array was modified so that two 50 kw transmitters could feed the array on these two different frequencies simultaneously. This arrangement was first used in December, 1949, and in view of the successful results, it is planned to modify the South American 15-17 Mc/s array as well as the African 9-11 and 15-17 Mc/s arrays in a similar way. This work should be completed by the fall of 1950.

Reception reports from broadcasting organizations in Europe and other parts of the world indicate that the exceptional strength and quality of the signal from the International Service transmitters are being maintained.

There has been a considerable increase in interference on some of the assigned frequency channels during the year, due mainly to the increasing use of international channels, and to occasional jamming aimed at channels adjacent to ours.

Good progress has been made on the Radio Canada Building (formerly the Ford Hotel) in Montreal. In April, 1949, national engineering headquarters and the International Service staff from the temporary offices on Bishop Street were moved to



permanent quarters in the Radio Canada Building, to be followed by most of the International Service staff from the Crescent Street location in January, 1950. International Service programs continued to originate from Crescent Street.

By the end of April, 1950, all the International Service staff will be quartered in the new building, and programs will originate from there.

National programs are still being originated from studios in the King's Hall Building. It is not expected that national operations will be moved to the new location until September, 1950.

## **New Equipment**

Magnetic tape recorders have been installed at the Winnipeg Studios to take care of the increasing recording load. In addition to being a program production centre, Winnipeg acts as a delay point for east-west and west-east program feeds. Not only has the use of this equipment materially reduced recording costs, but the quality of the tape recording is such as to be almost indistinguishable from a "live" presentation.

Magnetic tape recorders have also been installed at CBI, Sydney, which has become an important delay point for transmissions to and from Newfoundland in addition to its function of providing better service for the Sydney area. Because of increased operations, it has been found necessary to make certain architectural and equipment changes in the studios.

## **General**

Proof of performance surveys as required by the Department of Transport regulations, were carried out on all the Corporation's AM broadcasting transmitters during the year, with the exception of CBR, Vancouver, CBM, Montreal, and the stations in Newfoundland. At CBR and CBM, the surveys will be made after these transmitters are operating at their increased powers, while in Newfoundland they will not be undertaken until the summer of 1951.

Field inventories were carried out at all CBC locations from Winnipeg west to Vancouver and Prince Rupert during the summer months, in order to establish a standard stores system and to verify physical assets.

## **International Conferences**

The Technical Planning Committee of the International High Frequency Broadcasting Conference met in Paris during the summer of last year. This Committee was formed at the High Frequency Broadcasting Conference in Mexico City to work out in detail, for certain phases of the sunspot cycle, plans for the division of shortwave channels among all countries of the world. The High Frequency Broadcasting Conference will be resumed in Italy in April, 1950. In both cases the CBC was represented by technical advisers on the Canadian Delegation. CBC engineers, together with representatives of Management and the Government, also attended the North American Regional Broadcasting Conference in Montreal from September to December, 1949.

# ~ TELEVISION

Although it was only very recently that the CBC received approval to go ahead with television, it has kept in close touch with television developments ever since its formation in 1936.

CBC representatives have visited the United States many times, to keep abreast of the rapid progress of American television. Groups of CBC personnel visited European television centres in 1947 and again in 1949, making detailed studies of British and French television systems. Having studied the experience of others, CBC will be able to develop a satisfactory service more rapidly and efficiently than would otherwise be possible.

Application was made to the Government for the necessary loan to cover the introduction of television in Canada. Pending official approval of the loan, CBC did everything possible, short of making commitments, to expedite preliminary work. The initial steps included the organization of personnel within the CBC to deal with television problems; estimates of the number of personnel required and their organization; detailed technical surveys of proposed transmitter sites; preliminary plans for transmitter and studio buildings, and for technical facilities based on the estimated program load; studies of available television equipment, and tentative decisions as to equipment requirements.

In December, 1949, Parliament approved a \$4,500,000 loan to the CBC for the establishment of television services in Toronto and Montreal, and the Corporation proceeded immediately to carry out the project.

## **General Plans**

Building plans and equipment designs have now been developed for studio and transmitter installations in both locations. With minor exceptions, the facilities to be provided for the two cities will be identical. Both stations will have 5 kw transmitters and high gain antennas.

In Toronto, the transmitter and its associated 500-foot antenna will be located with the existing CBC facilities at 354 Jarvis Street. In Montreal, plans call for a high antenna tower on top of Mount Royal. The transmitter building will be located at the base of the tower and programs will be carried from the television studios, to be built at the rear of the Radio Canada Building, to the transmitter by means of microwave link.

Three television studios, one large and one of medium size for live productions, and a third for film programs, will be built at each location. Facilities will include a master control room, dressing rooms, scenery shop and mobile units. At Toronto, facilities will be provided for recording television programs on film, so that these may be made available to the English-speaking audience of Montreal.

Present plans call for the completion of construction work in the summer of 1951. This will allow for a brief but intensive rehearsal period before regular television transmissions begin in the fall of 1951.

## **Progress**

As of March 31st, 1950, both the Toronto and Montreal projects are underway. Orders have been placed for an RCA transmitter for Montreal and a General Electric transmitter for Toronto. Specifications have been issued for studio equipment and proposals and quotations have been received from Canadian and British firms.



*A preliminary step in television: taking soil tests to determine the weight which can be borne on the site of the proposed television building and tower in Toronto.*

Building specifications are in progress, and tenders are to be called for in the near future. Both the Department of Transport and the City of Toronto have approved the size and location of the television antenna for Toronto. The City of Montreal has given preliminary approval for the Mount Royal transmitter, but ratification by the Province of Quebec and approval of the antenna tower by the Department of Transport are awaited.

### **Organization and Training**

The organization and training of television personnel is to proceed simultaneously with construction on the basis of identical organizations in both Toronto and Montreal. The Directors of Television, Technical Directors, Program Directors, and other key personnel have been appointed, and additional appointments will be made in the fall of 1950 and again in January, 1951. In March, 1950, a select few were making visits to Europe and the United States as part of their training. The training of subordinates will start in the fall of 1950 and gradually increase to a full training program early in 1951.

A member of the Engineering Division represented the CBC at the Milan International Television Conference in September, 1949.

### **Program Planning**

Preliminary research has been undertaken to determine the program service best suited to Canadian conditions and to discover potential program sources. The patterns of American, French and British TV programing have been compared, evaluated, and used as a criterion to define the philosophy and characteristics of an authentic Canadian television service.

# *Commercial Operations*

There was an increase of about seven per cent in commercial revenue over the preceding fiscal year, due almost entirely to the addition of the four Newfoundland stations to the Trans Canada network. Approximately 65 per cent of the sponsored programs scheduled on the Trans Canada, Dominion and French networks were of Canadian origination. The remainder originated with the various United States networks.

Eighty-five privately owned stations, either basic or supplementary affiliates, obtained revenue from commercially sponsored programs on the three networks, in addition to the CBC.

All scripts for sponsored programs originating in Canada are reviewed for good taste by the Commercial Division at Toronto, for the English networks, and at Montreal for the French network. The same procedure applies to programs originating with American networks when circumstances require such a review. In the main, however, the acceptance departments of the American networks act for the Corporation in this connection.

Subsidiary hookups are supplementary to the Corporation's main networks and are set up on a provincial basis only, as and when required by sponsors or privately owned stations. Eleven English and 18 French subsidiary hookups were arranged during the year for regular sponsored programs, nine originating in Toronto, one in London, one in Calgary, 17 in Montreal and one in Quebec City. In addition there were 11 subsidiary hookups in various parts of the country for the broadcasting of sports events. A total of 107 subsidiary hookups were arranged for paid political broadcasts on privately-owned stations prior to the federal election. Two subsidiary hookups, one in Nova Scotia and the other in British Columbia, were arranged prior to the provincial elections in those provinces.

## *Broadcast Regulations*

CBC regulations for broadcasting stations have remained unchanged during the year. Although regulation enforcement activities have been conducted on a wider scale, the Broadcast Regulations Division is dependent mainly on the honor system. It is the responsibility of each station licensee to see that the regulations are carried out on his station. The third "Report of Performance", as suggested by the Parliamentary Committee on Radio Broadcasting of 1946, was compiled for the week ending October 22nd, 1949.

An amendment to the Food and Drugs Act, announced in May, 1949, brought cosmetics within the terms of Regulation 12. Advertising continuity containing claims for cosmetic products is therefore subject to review in advance of broadcast. Soaps, however, are not included in this provision.

In connection with the provincial general elections of 1949, the Broadcast Regulations Division met provincial political representatives to allocate free time on provincial networks for party political broadcasting during the campaigns. Privately-owned stations co-operated with the Corporation in forming these provincial networks, assuring full distribution of the various points of view.

During the federal general election this year, the CBC and private stations provided free time on a national basis to qualifying political parties in accordance with the policies set forth in the White Paper on Political and Controversial Broadcasting.



# Station Relations

Liaison with private stations, a principal role of the Station Relations Division, was continued through the attendance by the Director, on behalf of the Corporation, at the annual conferences of the main bodies representing private stations—the Canadian Association of Broadcasters and the Western Association of Broadcasters.

Although it was not possible this year to arrange meetings with representatives of network affiliates, discussions were conducted with individual station managers relating to problems of network stations. Contact in person and through correspondence was maintained with all stations as circumstances warranted.

The three CBC networks—Trans-Canada, Dominion and French—have three classes of affiliates,—basic, supplementary “A” and supplementary “B”. Privately owned basic stations have available all network sustaining and commercial service and are required to reserve certain periods for sustaining network programs. The Corporation maintains network lines and station connections. Supplementary “A” privately owned stations have available unrestricted network sustaining service and the stations may also be added for commercial network programs upon request of sponsors. Network lines and station connections are the result of negotiation and a portion of basic reserved time is observed by these stations. Supplementary “B” privately owned stations have no sustaining service available to them but they may be added to the network commercial programs upon request of the sponsor. Network lines and station connections are effected as required and are payable by sponsors. Private stations in all classes are paid by the CBC for commercial network service they carry, on the basis of a network card rate. The Corporation connects all privately owned broadcasting stations to its national network for broadcasts of national importance.

At March 31st, 1950, the figures of stations connected to the three networks were:

Network	BASIC		SUPP. “A”		SUPP. “B”
	CBC	PRIVATE	CBC	PRIVATE	PRIVATE
TRANS-CANADA	10	13	4	13	3
DOMINION . . . .	1	30	.	6	10
FRENCH . . . . .	3	..	.	11	..
	---	---	---	---	---
TOTAL . . . .	14	43	4	30	13

Privately-owned stations affiliated to CBC networks, as well as those not affiliated, are shown on the network map on the inside of the back cover.

With the beginning of the fall and winter schedule, a new plan of “reserved time” was put into effect for the stations of the Trans-Canada network. This was designed to provide full network coverage for the more outstanding programs, and at the same time to release certain periods to network stations for the scheduling of local programs. Station Relations also acted as liaison between network affiliated stations and the CBC Program and Commercial divisions in the matter of releasing stations from network obligations to facilitate the scheduling of local broadcasts on behalf of community efforts.

The Division maintains the various logs, coding sheets and other records necessary for program statistical reports, which are issued periodically throughout the year.

## Program Statistics

(See also charts on Pages 12, 13, 23.)

Statistics of program distribution show that programs fed through all network wire line connections during the year totalled 23,076 hours of broadcasting. This figure



includes all program originations, national and regional, directed to the Trans-Canada, Dominion and French networks, and to the "National" network, a combination of all three. It includes each origination of those programs which are produced "live" at one point, and must be recorded and rebroadcast in other regions in order that they may be heard at suitable listening times. To make possible the presentation of programs of special regional interest (the noon-hour farm broadcasts, for instance), as many as six different programs may be broadcast simultaneously in different regions of the Trans-Canada network alone.

Of the total hours of broadcasting—23,076—81.4 per cent were non-commercial service, 18.6 per cent were commercially sponsored. The Trans-Canada network carried 68.1 per cent of the year's broadcasting hours, the French network 22.8 per cent, and the Dominion network, 9.1 per cent. Seven programs, totalling three hours and ten minutes, were broadcast simultaneously by the two English networks and the French network.

More than 5,000 hours of program service was broadcast exclusively by the French network. An additional 407 hours were carried by the French network in conjunction with either the Trans-Canada or Dominion networks.

## *Press and Information Services*

The Press and Information Division provides a wide variety of services of an informational nature in both English and French, nationally and regionally.

For Eastern Canada (English) and the Prairie region, a weekly program schedule, *CBC Times*, is issued free to newspapers, trade magazines, agencies, and affiliated stations, and is made available to individual listeners on a subscription basis. It is planned to convert the program schedule for the Pacific region, now being issued free to a limited list of individuals, to the same basis; and it is hoped that a similar schedule can be produced for the French network. Each issue of *CBC Times* contains complete CBC network listings for one week, pictures of artists and stories about forthcoming programs. A special service of program listings is supplied to daily newspapers in each region. Pictures in the form of plastic stereotypes, ready for use, are issued regularly to all weekly newspapers and are widely used. Matrices are supplied where the stereotypes are not usable, and glossy pictures of artists are supplied to magazines and other publications on request.

A variety of printed material is issued annually in support of programs such as school broadcasts, *Radio-Collège*, *Citizens' Forum*, *Les Idées en marche*, *Le Choc des idées*, *National Farm Radio Forum*, *In Search of Ourselves*, *CBC Wednesday Night*, and special series such as outstanding documentaries, and the Gilbert and Sullivan operettas. Most of this printed matter is extension material required by listening groups.

Microphone publicity is used extensively to keep listeners informed of forthcoming programs. This service is provided free of charge to affiliated private stations. In addition to brief program announcements, Press and Information provides a daily 5-minute program review in the Pacific region, and a daily 15-minute program for the French network.

A service of news releases covering all fields of CBC activity is provided to news agencies, daily and weekly papers, trade magazines and other publications, and to radio columnists. Most telephone enquiries from the public, sometimes running to several hundred calls a day, are handled by Press and Information, which also answers general audience mail requiring extensive research.

Special services, as required, are provided for columnists, students preparing theses on radio, and organizations requesting specialized information such as Home and School groups and religious groups. Tours of CBC studios are arranged and conducted on request.

Press and Information handles periodical and book purchases for all divisions, and maintains two main reference libraries and branch libraries serving all divisions and also meeting outside requests. Arrangements are made for speakers on CBC topics. Press and Information personnel frequently carrying out the assignment.

A limited amount of direct advertising for special programs or series is placed during the year. Displays and exhibits were arranged for such events as the Maritime Winter Fair, the Royal Winter Fair, the International Plowing Match, the Pacific National Exhibition, the Calgary Stampede and the Edmonton Exhibition, where CBC was represented.

## POLICY AND ADMINISTRATION

### *Board of Governors*

The Board of Governors is the trustee of broadcasting in Canada. That duty is placed on the Board by Parliament through The Canadian Broadcasting Act. Its full-time Chairman and eight part-time Governors are appointed by the federal government to represent the interests of listeners from Newfoundland to Vancouver Island.

Its principal responsibility is to direct broadcasting policy in Canada. It is responsible for the operations of the Corporation, and in addition, has the statutory duty of making regulations which apply to all broadcasting stations in Canada. Before changes in regulations are made, the Board hears representations in public session in regard to them. As trustee of broadcasting, the Board reports annually to Parliament. It also reports through its Chairman to Special Parliamentary Committees which are set up from time to time to review the Corporation's activities.

In April, 1949, the government appointed a Royal Commission on National Development in the Arts, Letters and Sciences to make recommendations, inter alia, on the principles upon which the policy of Canada should be based in the fields of radio and television broadcasting. At the Commission's request the Chairman of the Board and other CBC officials gave evidence at its hearings in Ottawa during September, and also in various cities across Canada. The Commission had not concluded its studies in this field by the end of the fiscal year under review.

During this period the Board held six public meetings in several Canadian cities. At one of these it heard representations on behalf of private stations that the prohibition against commercial spot announcements on week day evenings be lifted. It decided not to change the regulation since it felt some limit should be placed on the amount of commercial material broadcast.

At the same meeting representations were also made on behalf of private stations for an amendment to CBC's Food and Drug regulation, under which advertising continuities of food, drugs and patent and proprietary medicines would not be submitted to the CBC but would be forwarded directly to the Department of National Health and Welfare. The Board decided, however, that the present system of review by CBC should be continued so as to protect listeners from particularly objectionable references on the air.

The Board also heard representations in public session both in favor of and in opposition to a restriction on the broadcasting of bingo games. It came to the conclusion that the playing through broadcasting of games in which participants put up money for the chance of winning larger sums of money or prizes was not a proper use of public air channels.

Under the Canadian Broadcasting Act the Licensing Authority is required to refer all broadcast applications to the Board of Governors for its recommendations. Such applications include those for new broadcasting stations, increases in power and change of frequency of existing stations, changes in ownership. The Board holds public sessions to afford opportunity for representations on such matters referred to it. During the year it recommended the establishment of eleven new standard band broadcasting stations and power increases for ten stations. It also considered television questions in public sessions including several applications for private television stations. In recommending their deferment the Board drew attention to the practical difficulties in providing a proper Canadian program service, particularly during the initial period when the number of receiving sets would be insufficient to provide television stations with adequate commercial revenue. It felt that individuals or groups interested in establishing a television station in Montreal and Toronto should associate themselves for the purpose of applying for a licence and of operating under it jointly until the Royal Commission, appointed by the government, could proceed with its investigation and make recommendations in regard to this matter.

In November, 1949, J. A. Corry, Hardy Professor of Political Science at Queen's University, was appointed to the Board of Governors to fill the vacancy caused by the resignation of B. K. Sandwell.

## *Personnel*

At March 31st, 1950, there were 1,375 employees on the permanent establishment of the Corporation, including the International Service. This represents an increase of 137 during the year, due largely to the incorporation of the Broadcasting Corporation of Newfoundland with the CBC, the continued growth of the International Service, and the first steps toward the organization of a television staff.

In January, 1949, the National Executive of Staff Councils made representations to Management concerning the continued increase in the cost-of-living index. An additional bonus of \$5 per month was put into effect July 1st, making a total cost-of-living bonus of \$20 per month applicable to CBC employees in Canada on a yearly or monthly salary basis. The bonus was not authorized for casual employees, who are paid prevailing rates on an hourly, daily, or weekly basis. There will be a deduction in the bonus of \$5 per month, for each 5-point drop in the cost-of-living index below 154.9.

A Trust Agreement negotiated with the Trustees appointed to administer the General Reserve Fund of the CBC Pension Plan provides that the Reserve Fund may be invested in securities of the Government of Canada or any province, or securities guaranteed by these governments. The Reserve Fund, together with the earnings from investments made from the Fund, is to be applied in accordance with the provisions of the Pension Plan. The CBC is to assume the cost of operating the Trust, although the present Trustees are serving without remuneration.

Arrangements have been completed to improve the Extended Insurance Benefit and Conversion Privilege in the Dependents' Insurance policy under the Pension Plan. The amendments are effective from April 1st, 1950, and were made at no extra cost to the CBC. The Extended Insurance Benefit can now be exercised by all employees

in case of total disability occurring up to age 60, and the Conversion Privilege can now be exercised on termination of employment at any time up to the normal retirement date.

The insurance companies operating the CBC Group Life Insurance Plan considered the experience under this policy to be very favorable for the policy year ended May 31st, 1949, and a further retroactive reduction in rates was granted, making possible a three-months' waiver of employee contributions. After consultation with the insurance companies, it was decided to offer contributors an opportunity to increase their coverage by paying a correspondingly increased premium. Approximately 80 per cent of the male staff and 12 per cent of the female staff were in favor. The low percentage of female staff requesting the change made it impossible to extend the increased coverage to any but male employees. The following table gives the comparative insurance:

<i>Those Earning</i>	<i>Amount of Insurance</i>	
Less than \$1,200. ....	\$1,350.	\$2,000.
\$1,200. but less than \$2,000. ....	2,700.	4,000.
\$2,000. but less than \$3,000. ....	4,050.	6,000.
\$3,000. but less than \$4,000. ....	5,400.	8,000.
\$4,000. and over .....	6,750.	10,000.

All female employees appointed after April 1st, 1949, receive the lower coverage, while all male employees appointed after that date receive the higher coverage, as a condition of employment. In each case the cost to the employee is the same, considering the amount of insurance received. Employees pay 60 cents a month for each unit of \$1,350, and 89 cents a month for each unit of \$2,000. On June 1st, 1949, the total coverage amounted to \$5,962,975 for 1,160 employees. During the year five death claims were paid in the total amount of \$29,100.

On January 1st, 1950, the Maritime Medical Care plan was made available to employees in Nova Scotia and New Brunswick. This medical care organization is similar to Physicians' Services Incorporated, operating in Ontario, and offers similar low-cost protection.

Two meetings of the National Executive Committee of Staff Councils were held during the year, and a national meeting of representatives of Staff Councils was held in Montreal on February 17th and 18th, 1950. Consultations between Management and Staff Councils have continued to be mutually beneficial in settling questions of general interest to staff.

During the year, 151 new positions were created, 87 positions were reclassified and there were 300 new appointments, 216 confirmations in permanent positions, 105 promotions, 126 transfers and 163 separations. Four positions were abolished.

The Broadcasting Corporation of Newfoundland became a part of the CBC upon Confederation, April 1st, 1949. This represented an addition of 25 employees, 18 of whom were located at St. John's, five at Corner Brook, and two at Gander.

The Staff Magazine, *Radio*, continued to stimulate interest among staff in CBC policies and operations. The Director of Personnel and Administrative Services represents Management on the editorial board.



# International Service

## THE VOICE OF CANADA

The aim of the International Service of the CBC is to present an honest, objective, colorful picture of Canada and Canadian life through informative talks, commentaries, news and entertainment programs. From powerful transmitters located on the Tantramar marshes at the head of the Bay of Fundy, the International Service is now broadcasting daily in twelve languages. Audience mail is increasing, and shows a greater and more varied response from overseas listeners. During the year more than 37,000 letters were received from Europe, Central and South America, the Caribbean and the South Pacific areas.

The International Service is operated by the Canadian Broadcasting Corporation on behalf of the Government of Canada. The cost is met by an appropriation from Parliament. Monies received from license fees or the commercial revenue of the Corporation are not involved.

The General Supervisor of the International Service administers policy and operations in consultation with the Chairman of the Board of Governors, the General Manager, and the Director General of Programs. Matters of policy are also discussed by a joint advisory committee which includes executives of the CBC, representatives of the Department of External Affairs, the Department of Trade and Commerce, the Privy Council and the National Film Board. While the program structure of the International Service is centred on news, it becomes increasingly important to present and explain Canadian aims and policies.

More consolidation and co-ordination of effort has been undertaken during the year. An example of this is the revision of service in English with a consequent reduction of program material for the United Kingdom specifically, and moderate development, particularly of news in English, for continental Europe. The Caribbean Service has been merged with the general schedule for the Latin American area.

Some interesting examples of international co-operation arising from liaison between the International Service and foreign broadcasting organizations are the special programs sent in foreign languages on such occasions as Dominion Day and about events of world-wide interest concerning Canada, or concerning the countries themselves.

More than 90 broadcasts in various languages, including interviews with foreign buyers and representatives were broadcast from the second International Trade Fair held at Toronto, and many valuable contacts were made there.

Regular coverage of the United Nations in various languages is provided by the CBC correspondent and other correspondents at Lake Success. At the request of the United Nations, the International Service has continued to transmit UN programs to other countries, insofar as it is able without interfering with its own requirements.

In an attempt to overcome the scarcity of distinctive Canadian songs, the CBC International Service in October, 1949, launched a song-writing contest which was open until January 6th, 1950, to all composers living in Canada.

The competition attracted widespread interest and a large response. More than 1,000 songs were entered in the contest by composers in all ten provinces. The choice of winners was unanimous. Nine composers were awarded prizes of \$250 each for their entries. The CBC reserved only the right to first performance of the prize-winning compositions on the National and International services. All other rights, such as publication, remained with the composers.





*The transmitter building at Sackville houses both the two shortwave transmitters of the International Service and the standard broadcast station CBA. In the background the four steel towers supporting the European antenna arrays. To the right, an end view of one of the African antennas.*

## ***English Language Service***

Programs specifically designed for the United Kingdom are made up mainly of one daily news bulletin and *Canadian Chronicle*, a news-talk program broadcast in two editions six days a week. For the English-speaking population of continental Europe, which with the United Kingdom makes up the primary audience of the English-language Service, there is a balanced schedule of news bulletins, political commentary, "color" comments on news events, talks based on the news, music, drama and actuality broadcasts. There are three European news broadcasts in English daily.

Forty reporters across Canada contribute to *Canadian Chronicle*, enlarging upon news events with on-the-spot commentaries and brief actuality reports. Political developments are covered in *Midweek Commentary* and *Weekend Review*, dealing with world events in which Canada has participated, and national events of interest to other countries. Series of quarter-hour drama productions depict the lives of average Canadian families. The series *Canadians at Work* was broadcast throughout most of the year. It depicted with actualities, interviews, statements and studio commentary the story of Canadian industries and institutions. Native western music, folk songs with Canadian settings, and classical music recitals have been included in the music programs.

Talks programs have included geographical talks, reports on agriculture and allied farm and marketing activities, the part of women in Canadian life, Canadian history, and interviews with representative Canadians. *Listener's Corner*, a weekly program schedule, comments on listeners' mail and answers to specific questions from listeners.

Cross-country surveys were presented on such topics as the use of margarine in Canada, the general election, confederation with Newfoundland, and the devaluation of the pound.

In its Latin American transmission, the English Language Service has presented a successful quiz program, dealing in the main with questions about Canada and Latin America, first under the title *Canada-West Indies Quiz*, and then *What's the Answer*. This series was also carried nationally in Canada by the CBC Dominion network.

In general the Latin American transmissions have followed much the same pattern as the European transmissions. News has been presented daily in English, and three times a week a Latin American edition of *Canadian Chronicle* augments the general news coverage. *Midweek Commentary* and *Weekend Review* carried news comment. A recital program, and a period in which to answer audience mail were included in the Latin American transmission.

A weekly 15-minute program, *Caribbean Corner*, carried news of West Indian students, visitors, or established residents in Canada. This was followed by *Canadian Primer*, a program of basic facts about Canada.

A special Pacific transmission was broadcast for two hours, on Sunday evenings, to reach the Australian audience at the dinner hour. It presented music, commentary, news and news talks.

Through close liaison with the BBC representative in Canada there has been an increase in the amount of CBC material used by the BBC domestic and overseas services. The BBC has relayed some four items a week, apart from regular relays of the *Prairie Schooner* program, from CBC Winnipeg, and the monthly Scottish, Gaelic and Welsh newsletters.

During the year special items were offered to All India Radio and Radio Pakistan, to the commercial and national services of Australia, and to the national services of New Zealand and South Africa. The special program marking Dominion Day was relayed in several countries.

Audience reaction to the English-language transmissions has been steady, and encouraging. Letters have been received from such far-away places as Iceland and the Falkland Islands, New Zealand and Scotland.

## ***French Language Service***

During the year there has been greater emphasis on news in French language transmissions. A 15-minute news bulletin was scheduled in the early evening, and a ten-minute bulletin was added in the late evening, increasing the news content of the schedule from 20 to 35 minutes per day for general European listening. The evening news period in *La Voix du Canada* was maintained.

*Les Actualités canadiennes*, presented three times a week, followed the general pattern of *Canadian Chronicle* in giving a colorful picture of happenings in Canada. Contributions from main production centres in Canada are increasing. *Le Coin des auditeurs*, in which audience mail is answered, was extended to two broadcasts a week.

During the year about eight per cent of the time allotted for French language transmissions was devoted to music. Canadian folk songs by *Les Peintres de la chanson* were presented from Quebec City on Sundays, and a recital series featuring prominent Canadian artists (repeated from the English language service) was broadcast on Mondays until February, 1950. At that time it was replaced by *Canada-Jeunesse*.

designed to meet numerous requests from France, Belgium and North Africa for a children's program from Canada. The series relates the adventures of two Boy Scouts on a trip across Canada.

*La Voix du Canada*, the French Language Service daily magazine of the air, is made up of news bulletins, political commentaries, press reviews and features dealing with the cultural, scientific, economic and political life of Canada. Coverage of up-to-the-minute news events by interviews or on-the-spot reports usually complete the program. Contributions from various parts of Canada have gradually increased in number. A weekly Canadian commentary by René Garneau is relayed over the national network of La Radiodiffusion française.

The work of the French Language Service includes a daily 15-minute transmission for Haiti, the Dominican Republic, Martinique, Guadeloupe and the French-speaking audience of Latin America. The program is a digest of *Les Actualités canadiennes* and *La Voix du Canada*, together with items of special interest to listeners in those areas, and is meeting a growing response.

## Latin American Service

The Latin American Service broadcasts to the southern area for three hours and 45 minutes every night in Spanish, Portuguese, English and French. A program in Dutch is presented once a week for listeners in the Netherlands West Indies and Dutch Guiana. The audience area contains about 150,000,000 people in 18 Spanish-speaking republics, one Portuguese-speaking republic (Brazil), and 10 colonies speaking English, French and Dutch.

The Latin American Service is divided into a Spanish-American section and a Brazilian section. The English and French programs are provided by those sections.

There are two separate transmissions nightly in Spanish, in order to reach different areas of Latin America at good listening times. The first is directed primarily to Argentina, Uruguay, Chile, Bolivia, and Paraguay. The second is beamed to the remaining South American republics and the Caribbean, Central America and Mexico.

In the activities of the Latin American Service also, the emphasis on news has been strengthened. News in Spanish has been increased to two bulletins a night seven nights a week. An English news bulletin is broadcast nightly, and news in Portuguese and French goes out five times a week. The spoken word content of all programs has been diversified to include series of talks on such subjects as education, agriculture, science and general cultural activities, in addition to the regular commentaries on political and trade subjects. Requests for information are received regularly in response to the program *Canadian Commercial Review*, a program designed to promote Canada's foreign trade. A book on Canadian universities has been compiled and is sent to all interested listeners as a supplement to the program *Education in Canada*. It is of particular value to those who wish to send their children to Canada to study.

Music programs have been consolidated under one producer, permitting better planning and more efficient and economical operation. The use of live music by Canadian artists and the playing of Canadian compositions has increased. The Latin American service broadcast the world première of Maurice Blackburn's *Le Gros Bill*, and the first radio performance of Murray Adaskin's *Canzona and Rondo*.

Special recorded programs have been provided during the year for radio stations in Uruguay, Chile, Venezuela, Colombia and Mexico. In addition, the recorded program commemorating Dominion Day was rebroadcast in 11 Latin American republics. A specially-recorded Christmas music program for 1949 was rebroadcast in 15 republics.

Although direct relays of broadcasts, especially in Rio de Janeiro, have been secured from time to time these have not proved practical from a long-term point of view. All the Latin American republics were saluted on their Independence Days with special programs, some of which were relayed.

At the beginning of 1949 the total mail from Latin American listeners was less than 100 letters a month. By April, 1950, the total is close to 400 letters a month. The first monthly program schedule for this audience area was printed in February, 1949, and more than 5,000 are now mailed out each month.

## European Service

The European Service presents daily programs in Czech, German, Dutch, Norwegian, Danish, Swedish and Italian. In addition, programs are transmitted twice a week to Austria and a monthly program is sent to Greece for relay on the Greek national system.

There has been a steady growth in audience response from all countries except Czechoslovakia. Audience mail from that country has declined sharply since the Communist *coup* in 1948, although the effectiveness of Canada's programs can be measured by frequent attacks in the Communist-controlled press against International Service broadcasts to Czechoslovakia. Letters continue to come in from Czechoslovakia and from Czechs living in other European countries. Newscasts of international and Canadian news, as well as of United Nations activities, have been increased for Czechoslovakia. For other countries, more attention is paid to Canadian and North American news.

School broadcasts dealing with various aspects of Canadian life are still being requested and are provided, not only in foreign languages for the particular countries concerned, but in English and French as well. These programs naturally reach a larger audience because they are rebroadcast over the national services of the countries concerned, and have done much to publicize Canada in a direct way in the classroom and among teachers abroad. The countries using them prepare and distribute printed material supplementing these broadcasts.

### Czechoslovak Section

The Czechoslovak Section broadcasts four times a day, for a total of 90 minutes on week days and 105 minutes on Saturdays and Sundays. Thirty-six per cent of this time is devoted to objective newscasts, which appear to be valued highly in Czechoslovakia. Political commentaries occupy 24 per cent of the time, followed by general talks and features. Music has been eliminated from the week-day programs.

Regular programs are *The Week in the United Nations*, *Weekly Review of World Events*, *Cultural Review*, *Music Review*, *Press Review*, *Farm Review*, *Women's Page*, *Sports Review*, *Technical Review*, *Canada and the Events of the Week*, *Youth Program*, and *Children's Program*. Among the most successful series were those on Co-operatives, the Labor movement, and on civil liberties in Canada.

One of the highlights of the year was the special program commemorating the 100th anniversary of the birthday of Thomas Garrique Masaryk. The program was introduced by a short talk by the Honorable Paul Martin, Minister of National Health and Welfare, and consisted of Czech symphonic and operatic music performed by the Little Symphony of Montreal directed by George Schick.

Actuality broadcasts from Canada, and direct commentaries from the United Nations Assembly, are particularly popular with Czechoslovak listeners. The main line



of policy, permeating all programs, is directed towards emphasizing the advantages of the democratic way of life as compared with the totalitarian system.

### German Section

Programs in German are broadcast for one hour a day, one 15-minute period having been added during the year. In addition, school broadcasts are written, and in large part acted by members of the Section, and recordings are shipped to German stations for inclusion in their regular broadcast schedules. These programs have been sent to Radio Hamburg; the American-controlled station in Berlin, which is widely heard in the Russian zone of Germany; and to Radio Frankfurt, which now receives transcriptions for two 15-minute programs a month. It is hoped that a similar arrangement will be made with Radio Munich, and that it will be possible to send material for one 15-minute program a week to the new FM station in Frankfurt.

In German broadcasts emphasis is laid on United Nations news from Lake Success. Among other programs which have been popular with listeners are the series *Science in Canada*, to which leading Canadian scientists contribute, *Historical Personalities*, and *Letters from Vancouver*.

The Section is in contact with the unofficial trade representative of the German Federal Republic, who has been interviewed in transmissions. Such events as the second Canadian International Trade Fair, the meeting of the International Federation of Agricultural Producers, and the conference of the International Chambers of Commerce have been covered extensively.

Although letters continue to arrive from the Russian-controlled Eastern zone of Germany, the volume of mail from this zone has decreased considerably during the year. Audience mail from the Western zone, on the other hand, has increased slightly. More letters are being received from listeners in Switzerland where some of the school broadcasts have been carried by Radio Basle.

Some progress has been made in publicizing programs in German newspapers and periodicals. German feature agencies have been approached with a view to enlisting their assistance in the distribution of printed broadcast material, but it is too early to assess the value of this campaign.

### Dutch Section

Two programs are sent daily to listeners in the Netherlands. Each program contains a newscast, with emphasis on Canadian events, which is relayed by the Netherlands Radio when reception is favorable.

The steady stream of Dutch immigrants to Canadian farms has made it essential that Dutch programs pay special attention to preparation for life in Canada, reports on farm conditions and agricultural developments. Industrialization in Canada was also dealt with by broadcast accounts of plants and factories. International affairs, finance, labor, and cultural matters were covered in weekly documentary programs.

At Christmas, Dutch immigrants in Winnipeg, Toronto, Halifax and Montreal were given an opportunity to speak to their relatives at home. The Dutch Section also recorded several church services for immigrants, for the use of radio stations in the Netherlands. The two visits of Prince Bernhard to Canada in May, 1949, and February, 1950, were covered thoroughly, and the programs were used extensively by Dutch radio stations.

The Section also broadcast a weekly 15-minute program for Dutch-speaking listeners in the Latin American area.



## Swedish Section

Judging from the number of requests for the monthly program booklet, it is estimated that the Swedish audience for International Service programs has increased by about 40 per cent.

The outstanding feature of the year was the introduction of an English-language course in which 3,000 Swedish listeners have registered. The course had a two-fold purpose: to satisfy the requests of many Swedish listeners for English lessons via short-wave, and to present in the course basic information about Canada.

As in previous years, school broadcasts in English, French and Swedish were prepared for presentation in Sweden by the School Broadcast Department of the Swedish radio.

Special programs included an exchange for the Swedish Broadcasting Corporation on the occasion of the first Canadian Scout Jamboree, a feature on the visit of a Swedish Sea Cadet detachment to the Empire Sea Cadet Camp near Montreal, and, jointly with the Norwegian Section, coverage of the World Ski Championships at Lake Placid. Meetings in Canada of international organizations were reported, and there were special broadcasts from the International Trade Fair in Toronto.

The Swedish Section also looked after arrangements for the CBC Wednesday Night program about Sweden, broadcast on the Trans-Canada network.

## Norwegian Section

Among programs designed to acquaint Norwegian listeners with the varied aspects of Canadian life, two talks series were particularly successful. These were *Canadian Portraits*, colorful sketches of Canadians in all walks of life, and *Canada's Ten Provinces*, a series dealing with the history, government, geography, economy and population of the Canadian provinces.

The daily reports from the World Ski Championships at Lake Placid were broadcast direct from the slopes and reached listeners and newspapers in Norway hours ahead of local broadcasts. This and other services, such as daily shipping news, have created considerable good will in the Norwegian Press. Of the 130 Norwegian newspapers on the press release mailing list, no less than 75 per cent give space regularly to Canadian programs.

## Danish Section

The increase in listeners to Canadian shortwave programs is most marked in Denmark. During a six-month period the circulation of the monthly program booklet in Denmark rose from 4,900 to more than 8,000—an increase of 85 per cent.

The strictly informative character of the Danish programs, devoted mainly to Canadian affairs, has been highly praised by listeners, and has secured the full co-operation of the Danish press. About 100 daily newspapers, as well as Danish periodicals, have published the Danish Section's program schedule.

The Section presents one program daily. Highlights during the year were a special series on New Denmark; a program about the Danish-Canadian Club at Aalborg, a special presentation marking the birthday of the Danish King; and a program honoring the 100th anniversary of the Danish Constitution, with a special message by the Prime Minister of Canada. Two interviews which met with particular success were those with George Ulmer, the Danish chansonnier, and with the world-famous Arctic explorer, Ejnar Mikkelsen.

## Italian Section

The most recently-established of the foreign language sections is the Italian. Programs in Italian were begun during the winter of 1948. The schedule now consists of seven programs a week. Requests for the monthly program booklet have increased rapidly, and audience mail is also increasing.

Weekly programs include a news bulletin broadcast five times a week; a *Midweek* and *Weekend Commentary*, reflecting Canadian opinion on national and international affairs; reviews of business, sports, and the press, features, interviews, and talks. The interviews have been most successful, introducing listeners to Canadians of Italian origin, or other Canadians who have cultural or educational ties with Italy.

Special events programs included the visit to Canada of Count Carlo Sforza, the Italian Minister of Foreign Affairs. Valuable contributions to the program schedule have been made by guest professors from Italian universities who are at present teaching in Canadian universities.

## News

The International Service newsroom provides four 15-minute bulletins a day to the United Kingdom and Europe, two 10-minute bulletins for the Latin American Service, and a daily five-minute summary of Canadian events for the Italian Section. The newsroom also provides a 15-minute weekly news summary for all sections, and bi-weekly news summaries for special requirements by other departments.

The news editors have striven to provide clear and accurate reports of all significant events. The greatest care is taken to avoid sensationalism or speculative treatment of news stories. In dealing with such matters as the civil war in China, the dispute between East and West over Germany, decisions arising from the Atlantic Pact, and similar questions, the newsroom has prepared factual reports based on despatches of leading news agencies. These include The Canadian Press, Reuters, British United Press, and the Agence France Presse.

Canadian news is given prior attention, but without reducing the coverage given to happenings in the international field. The newsroom endeavors to give a full picture of Canadian political, economic, and social life as reflected in the news. The workings of the democratic form of government, the debates in Parliament, and the federal election, have been given special attention. United Nations developments at Lake Success and elsewhere are reported fully.

## Press and Information Service

The Press and Information Service operates to provide listeners abroad with program information, and to advise Canadians, through the press, of the activities of the International Service.

*This is Canada*, a 20-page, illustrated program booklet also containing information about Canada, is published in nine languages: English, French, German, Czech, Dutch, Swedish, Norwegian, Danish and Italian. Its circulation, to individual listeners and in bulk shipments for distribution within foreign countries, amounted in February, 1950, to 57,666—an increase of 17,751 over February, 1949.

The publication of a similar booklet, replacing an illustrated leaflet previously sent to Caribbean and Latin American audiences, was begun in May, 1949. This eight-page booklet, also called *This is Canada*, is published monthly in five languages: Spanish,



*A program for Czechoslovakia is sent out by line from Montreal to Sackville, and then beamed overseas.*

Portuguese, English, French, and Dutch. In February, 1950, its circulation amounted to 5,267.

Basic information about the CBC International Service and its programs was sent to the press and periodicals of many countries. Illustrated feature material was sent out at the request of writers and news editors in areas to which the daily programs are directed. Two panel displays were designed for circulation among radio stores in Denmark and France.

Members of the section attended the second Canadian International Trade Fair at Toronto and the International Federation of Agricultural Producers at Guelph, Ontario, publicizing the International Service among delegates and visitors.

A reference library is administered by the Press and Information Service for the benefit of all CBC personnel in Montreal. In January, 1950, the library listed 3,025 books, subscriptions to 67 newspapers and to 435 magazines, and thousands of pamphlets, journals, and documents. The library staff assists scriptwriters and producers and acts as a reference centre for the varied data required for program production.

# Financial

The 14th Annual Balance Sheet shows a deficit of \$243,746.97 for the year, after an allowance of \$211,148.87 for depreciation and obsolescence. Revenues have increased over last year, but rising costs, due mainly to high price-levels and the extension of service to Newfoundland together with preliminary expenses in connection with development of television in Canada as a national service, have caused the largest deficit in the history of the Corporation.

On April 1, 1949, the CBC took over the facilities of the Broadcasting Corporation of Newfoundland. This absorption, together with a grant of \$200,000 from the Government of Canada, has resulted in an increase in Capital Surplus of \$361,675.88.

There was a net increase of \$386,721.60 in Fixed Assets during the year, the acquisition of the facilities of the Broadcasting Corporation of Newfoundland accounting for \$117,022.50, with other principal expenditures at transmitters in Mariville, Hornby, Windsor, Lacombe and Vancouver, and studios in St. John's, Montreal and Winnipeg.

A third loan amounting to \$4,500,000 was authorized and received under Appropriation Act No. 7, 1949 (Vote 934) and bears interest at 3% per annum payable on the first days of January and July until January 1, 1959. Commencing January 1, 1959, the loan is to be amortized by forty semi-annual instalments of \$150,421.96. This loan is to be used in the development of a Canadian television system. Interest charges on the three loans for the year amounted to \$94,802.23.

## INCOME

### Licence Fees

Revenue from licence fees has increased by \$346,113.61. This increased revenue is due principally to the issue of an additional 119,646 receiving licences during the past year.

The Department of Transport has provided the following statement showing issues of licences for the past two years:

### DEPARTMENT OF TRANSPORT RADIO DIVISION

#### *Issue of Receiving Station Licences in Dominion of Canada*

	1948-49	1949-50
	<i>Fiscal</i>	<i>Fiscal</i>
	<i>Year</i>	<i>Year</i>
Newfoundland .....		21,323
Prince Edward Island .....	11,825	11,152
Nova Scotia .....	99,477	102,927
New Brunswick .....	75,559	76,581
Quebec .....	567,257	616,200
Ontario .....	704,993	715,290
Manitoba .....	126,586	135,582
Saskatchewan .....	155,177	164,751
Alberta .....	134,666	147,132
British Columbia .....	181,821	186,108
Yukon & N.W.T. ....	438	399
	<u>2,057,799</u>	<u>2,177,445</u>

## Commercial Broadcasting

Commercial revenue has increased \$149,270.86 due principally to commercial business in Newfoundland.

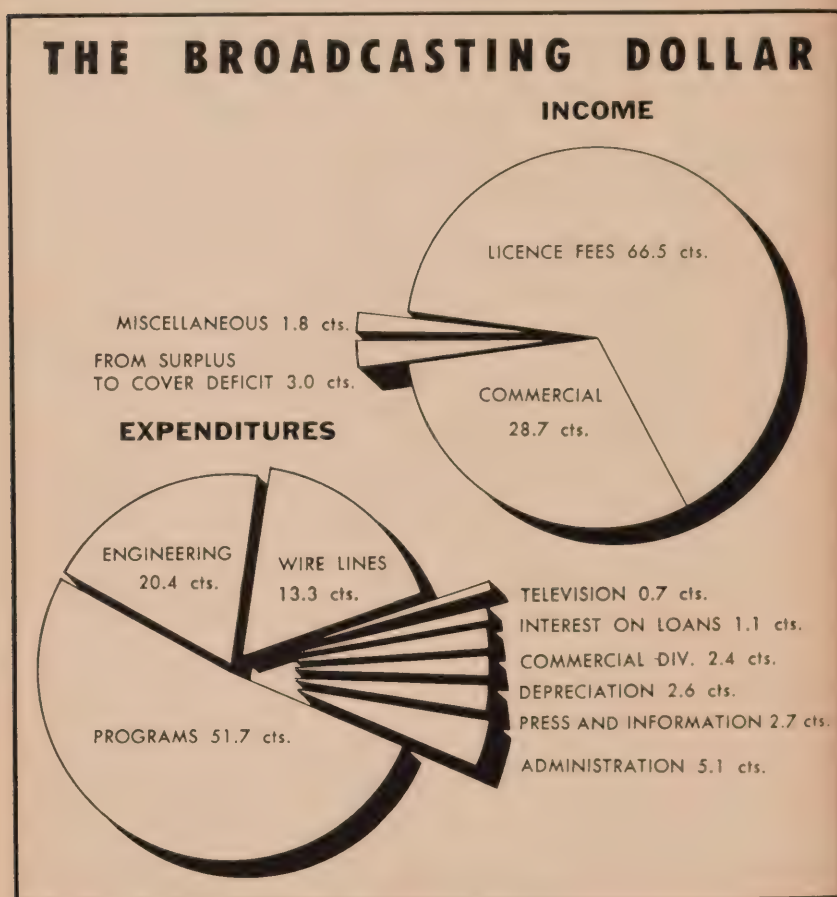
## Miscellaneous Revenues

Miscellaneous revenues amounted to \$149,726.76 for the year. The greater part of this income consists of interest on investments and supervision of the International Service.

## EXPENDITURES

Operating expenditures are \$630,393.49 greater than last year. Expansion and high price level have caused this increase.

The following charts indicate the source and the application of the broadcasting dollar:





## **INTERNATIONAL SERVICE**

In accordance with the provisions of Order-in-Council P.C. 156 8855 dated November 17, 1943, the Corporation carries on its books and shows on its Balance Sheet as a separate item, the total cost of the Crown's property, together with a like sum as a liability to the Government of Canada.

The Canadian Broadcasting Corporation operates the International Service on behalf of the Government of Canada and all maintenance and operational costs are borne by the Government. These expenses are not considered chargeable to the CBC because the revenue from licence fees is used only to serve listeners within Canada.

Operating expenditures exceed last year's by \$114,385.14, the details of which are shown on a separate statement.

The value of Crown Assets in the custody of the Corporation has increased \$1,089,-464.89 during the year after writing off an amount of \$14,382.75, mainly wooden poles at Sackville which became rotted and are being replaced by steel towers in the medium gain array.

## **PENSION BENEFITS TO EMPLOYEES**

For the fiscal year under review and in accordance with the conditions of the Pension Plan, a contribution of \$221,124.68 was made by the Corporation towards pension benefits for its employees on both the National Establishment and the International Service. This amount includes the seventh of twenty annual instalments of \$38,000, paid by the Corporation to cover the full cost of benefits in respect of employees' services prior to the establishment of the fund on April 1, 1943.

## **AUDIT REQUIREMENTS**

In accordance with Section 20 of the Canadian Broadcasting Act (1936) the books and accounts of the Corporation are audited by the Auditor General of Canada.

# CANADIAN BROADCAST

Balance Sheet

		ASSETS	
<i>Current</i>			
Cash on Hand and in Bank . . . . .		613,605.62	
Accounts Receivable:			
General . . . . .	633,637.86		
Less: Reserve for Bad Debts . . . . .	<u>5,000.00</u>		
		628,637.86	
Government of Canada:			
Re: International Service . . . . .	835,857.81		
Radio Licence Fees . . . . .	<u>37,448.43</u>		
		873,306.24	
Accrued Bank Interest . . . . .		<u>1,779.89</u>	
<i>Investments</i>			
Dominion of Canada Bonds			
(Market Value \$5,595,300.00) . . . . .	5,572,500.00		
Accrued Interest Receivable . . . . .	<u>32,465.75</u>		
		5,604,965.75	
			7,722,295.36
<i>Fixed</i>			
Real Estate, Buildings, Technical Equipment,			
Studio & Office Furnishings, Library of Records,			
etc. . . . .		5,319,699.51	
Less: Allowance for Depreciation and Obsoles-			
cence November 2, 1936 to March 31, 1950 . . . . .		<u>2,596,877.96</u>	
		2,722,821.55	
Add: International Service Facilities, Sackville,			
N.B., & Montreal, P.Q. (Per Contra Account—			
Government of Canada) . . . . .		<u>4,958,375.95</u>	
			7,681,197.50
<i>Deferred</i>			
<i>Inventories:</i>			
Expendable Stores . . . . .	184,061.47		
Stationery and Printing . . . . .	83,504.95		
Publications . . . . .	<u>931.15</u>		
		268,497.57	
Prepaid Charges . . . . .		<u>42,339.42</u>	
			310,836.99
			<u>\$15,714,329.85</u>

HARRY BRAMAH  
Treasurer

DONALD MANSON  
Acting General Manager

Ottawa, June 14, 1950.

# ING CORPORATION

March, 1950

## LIABILITIES

### Current

Accounts Payable . . . . .	903,602.06
Securities Deposited by Contractors . . . . .	13,472.00

917,074.06

### Government of Canada

Loan 2¾% for Capital Works (Authorized by Appropriation Act No. 6, 1946—Vote 965) . . . . .	2,000,000.00
Loan 3½% for Capital Works (Authorized by Appropriation Act No. 4, 1948—Vote 930) . . . . .	1,250,000.00
Loan 3% for Television (Authorized by Appropriation Act No. 7, 1949—Vote 934) . . . . .	4,500,000.00

7,750,000.00

### Government of Canada

International Service Facilities, Sackville, N.B., and Montreal, P.Q. (Per Contra Account) . . . . .	4,958,375.95
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### Surplus

#### Capital Surplus:

Acquired at inception under Section 25 of "The Canadian Broadcasting Act, 1936" . . . . .	494,377.16
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Add: Acquisition of Assets due to Union with Newfoundland, April 1, 1949 . . . . .	361,675.88
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856,053.04

#### Operating Surplus:

As at April 1, 1949 . . . . .	1,544,626.22
Less: adjustments during year . . . . .	68,052.45

1,476,573.77

Less: Operating Deficit 1949-50 . . . . .	243,746.97
---	------------

1,232,826.80

2,088,879.84

\$15,714,329.85

## AUDITOR'S CERTIFICATE

I have examined the accounts of the Canadian Broadcasting Corporation for the year ended March 31, 1950, and have obtained all the information and explanations I have required. Under its employees' pension plan, the Corporation has agreed to assume the full cost of past service benefits; the contingent liability of \$494,000 as of March 31, 1950, in this regard, is not included among the liabilities shown above.

Subject to the foregoing, the above Balance Sheet is, in my opinion, properly drawn up so as to exhibit a true and correct view of the state of the Corporation's affairs as at March 31, 1950, according to the best of my information and the explanations given to me and as shown by the books of the Corporation.

J. HOPKINSON

Assistant Auditor General

# INCOME AND EXPENDITURES

1st April 1949 to 31st March 1950

INCOME	
Licence Fees . . . . .	5,481,488.26
Commercial Broadcasting . . . . .	2,366,400.77
Miscellaneous . . . . .	149,726.76

7,997,615.79

EXPENDITURES	
Programs . . . . .	4,261,152.59
Engineering . . . . .	1,678,660.18
Station Networks (Wire Lines) . . . . .	1,094,540.48
Administration . . . . .	417,512.11
Press & Information . . . . .	227,734.01
Commercial Department . . . . .	200,241.16
Television (Promotional) . . . . .	55,571.13
Interest on Loans . . . . .	94,802.23

8,030,213.89

Deficit . . . . . 32,598.10

Add Allowance for Depreciation  
and Obsolescence

2½% on Buildings . . . . .	45,012.83
5% on Equipment . . . . .	166,136.04

211,148.87

Total Operating Deficit . . . . . \$ 243,746.97

Note: For expenditures re International Service see separate statement.

Ottawa, June 14, 1950.

HARRY BRAMAH  
Treasurer.

## INTERNATIONAL SERVICE EXPENDITURES

(RECOVERABLE FROM GOVERNMENT OF CANADA)

1st April 1949 to 31st March 1950

<i>Operating Expenditures</i>	
Performers' Fees . . . . .	383,539.59
Salaries . . . . .	608,020.09
News Service . . . . .	53,633.61
Postage & Excise . . . . .	19,735.93
Printing & Stationery . . . . .	77,949.60
Rental of Accommodation . . . . .	25,352.92
Telegrams, Telephones & Teletype . . . . .	35,723.80
Travelling, Removal and Duty Entertainment . . . . .	35,039.93
Transmission Lines . . . . .	25,011.22
General Operating Overhead . . . . .	103,942.11
Power . . . . .	27,577.96
Tubes & Maintenance . . . . .	40,571.09
Montreal-Sackville Line . . . . .	43,730.59
Improvements to Leased Properties . . . . .	67.49
Supervision Charges . . . . .	76,261.31

1,556,157.24

Capital Expenditures . . . . . 1,103,847.64

\$2,660,004.88

N.B. Sundry Revenues earned by International Service during 1949-50 amounted to \$5,486.76. Such Revenues are payable to the Receiver General of Canada.

Ottawa, June 14, 1950.

HARRY BRAMAH  
Treasurer.

# CBC TRANSMITTERS

## English Networks

Region	Call Letters	Main Studio Location	Power (Watts)	Frequency (Kilocycles)
Newfoundland	CBN	St. John's, Nfld. ....	10,000	640
	CBG	Gander, Nfld. ....	250	1450
	CBT	Grand Falls, Nfld. ....	1,000	1350
	CBY	Corner Brook, Nfld. ....	1,000	790
Atlantic	CBI	Sydney, N.S. ....	1,000	1570
	CBH	Halifax, N.S. ....	100	1330
	CBA	Sackville, N.B. ....	50,000	1070
Mid-Eastern	CBM	Montreal, Que. ....	5,000	940
	CBO	Ottawa, Ont. ....	1,000	910
	CBL	Toronto, Ont. ....	50,000	740
	CJBC	Toronto, Ont. ....	50,000	860
Prairie	CBW	Winnipeg, Man. ....	50,000	990
	CBK	Watrous, Sask. ....	50,000	540
	CBX	Edmonton, Alta. ....	50,000	1010
Pacific	CBR	Vancouver, B.C. ....	5,000	1130

## French Network

CBF	Montreal, Que. ....	50,000	690
CBV	Quebec City, Que. ....	1,000	980
CBJ	Chicoutimi, Que. ....	10,000	1580

## Frequency Modulation

			(Megacycles)
CBF-FM	Montreal, Que. ....	10,940	95.1
CBL-FM	Toronto, Ont. ....	5,580	99.1
CBM-FM	Montreal, Que. ....	4,510	100.7
CBO-FM	Ottawa, Ont. ....	380	103.3
CBR-FM	Vancouver, B.C. ....	1,400	105.7

## Shortwave — National Service Frequencies

			(Kilocycles)
CBNX	St. John's, Nfld. ....	300	5970
CBFA	Montreal, Que. ....	7,500	11760
CBFL	Montreal, Que. ....	7,500	11720
CBFO	Montreal, Que. ....	7,500	9630
CBFR	Montreal, Que. ....	7,500	9520
CBFW	Montreal, Que. ....	7,500	6090
CBFX	Montreal, Que. ....	7,500	9610
CBFY	Montreal, Que. ....	7,500	11705
CBFZ	Montreal, Que. ....	7,500	15190
CBLX	Montreal, Que. ....	7,500	15090
CBRX	Vancouver, B.C. ....	150	6160



## Shortwave — International Service Frequencies

Call Letters	Power (Watts)	Frequency (Kilocycles)
CHAC	50,000	6160
CHLA	50,000	21710
CHLS	50,000	9610
CHOL	50,000	11720
CKCS	50,000	15320
CKCX	50,000	15190
CKEX	50,000	11900
CKLO	50,000	9630
CKLX	50,000	15090
CKNC	50,000	17820
CKOB	50,000	6090
CKRA	50,000	11760
CKRP	50,000	21600
CKRZ	50,000	6060
CKXA	50,000	11705

The studios of the International Service are in Montreal, Que. and the transmitter plant is at Sackville, N.B.

## CBC LOW-POWER RELAY STATIONS

These are satellite transmitters of low power which are attached to the wire line networks at repeater points. These stations are able to relay programs only and are not able to originate live broadcasts. Communities serviced are those unable due to topography to receive any adequate signal from a Canadian radio station and yet not large enough to support their own local station.

		Power (Watts)	Frequency (Kilocycles)
CBAM	Edmundston, N.B. ....	20	1400
CBLD	Dryden, Ont. ....	20	1490
CBLH	Hornepayne, Ont. ....	20	1340
CBLN	Nakina, Ont. ....	20	1240
CBLS	Sioux Lookout, Ont. ....	20	1240
CBRA	Revelstoke, B.C. ....	20	860
CBRD	Field, B.C. ....	20	690
CBRF	Fernie, B.C. ....	20	860
CBRG	Prince George, B.C. ....	20	900
CBRK	Kimberley, B.C. ....	20	900
CBRL	Williams Lake, B.C. ....	20	860
CBRM	Creston, B.C. ....	20	730
CBRN	North Bend, B.C. ....	20	800
CBRP	Princeton, B.C. ....	20	860
CBRQ	Quesnel, B.C. ....	20	800
CBRR	Cranbrook, B.C. ....	20	1340
CBRT	Ashcroft, B.C. ....	20	860
CBRW	Wells, B.C. ....	20	730
CBLF	Foley, Ont. ....	20	1450

## ORATION NETWORKS

MARCH 3

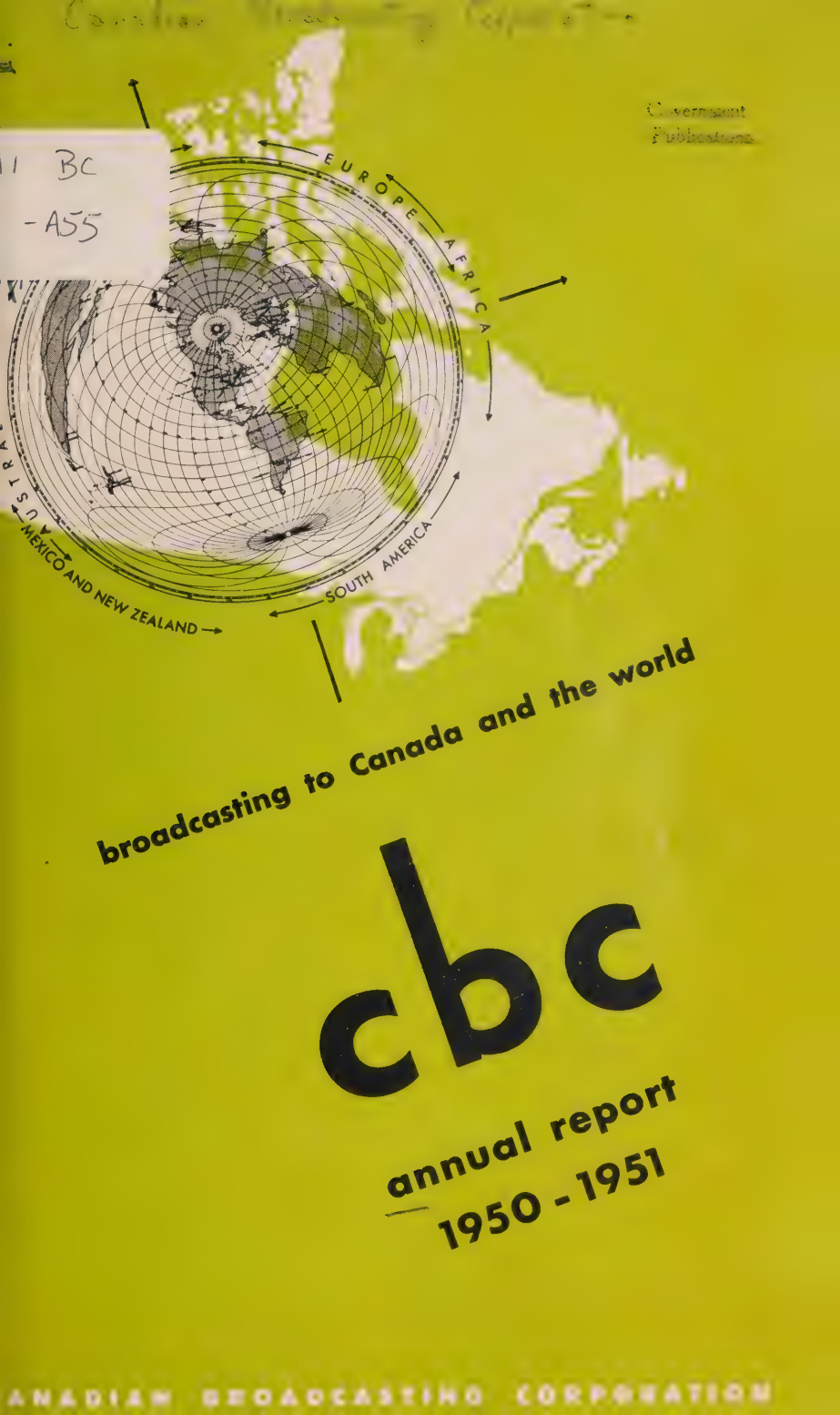












Government  
Publications

1 BC  
-A55

broadcasting to Canada and the world

**c b c**

annual report  
1950 - 1951

CANADIAN BROADCASTING CORPORATION



*The Radio Canada Building, Montreal*

Superimposed on the map of Canada on the cover is an Azimuthal map with Sackville, N.B., at its centre. The arrows around the perimeter indicate the paths covered by various transmissions of the CBC International Service.

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**CANADIAN BROADCASTING CORPORATION**

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# *Annual Report 1950/51*

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CANADIAN BROADCASTING CORPORATION

Ottawa,  
September 10, 1951

The Honorable J. J. McCann, M.D., M.P.,  
Minister of the Crown,  
Ottawa, Ontario.

Sir,—In compliance with the provision of  
Section 26 of the Canadian Broadcasting  
Act, 1936, I have the honor to submit  
herewith the Annual Report of the Canadian  
Broadcasting Corporation for the fiscal  
year ended the 31st of March, 1951.

Yours faithfully,



A. Davidson Dunton,  
Chairman, Board of Governors.



## **Board of Governors**

A. D. DUNTON, Ottawa, Ontario (Chairman)

RENÉ MORIN, Montreal, P.Q. (Vice-Chairman)

ADRIEN POULIOT, Quebec, P.Q.

FREDERICK J. CRAWFORD, Toronto, Ontario

G. D. STEEL, Charlottetown, P.E.I.

W. H. PHILLIPS, Ottawa, Ontario

J. A. CORRY, Kingston, Ontario

MRS. MARY E. FARR, Victoria, B.C.

JESSE P. TRIPP, Oxbow, Sask.

## **Executive**

AUGUSTIN FRIGON, General Manager

DONALD MANSON, Assistant General Manager

## Foreword

Throughout 1950-51 the Corporation has again been in a state of uncertainty about its financial future. It has had to continue operating in the face of further increased costs while its main source of revenue, the receiving set licence fee, has remained at the level set 12 years ago.

During the year the Royal Commission on National Development in the Arts, Letters and Sciences has had the financial basis of the national broadcasting system under consideration. In the circumstances the Corporation has operated on the principle of maintaining existing services and standards, but not of introducing badly needed improvements and extensions. The situation led to an overall deficit of \$1,271,874.27, in comparison with \$243,746.97 the previous year. The deficit was met in part through a loan of \$650,000.00 by the Government, the remainder coming from the working capital of the Corporation.

The Corporation hopes that during the coming year decision will be reached on a revised revenue basis which will enable the national system adequately to maintain its services and to effect improvements that may be recommended.

# NATIONAL SERVICE: RADIO

## CBC Wednesday Night

Mail response and general comment during the past year indicates a widening audience for CBC Wednesday Night, the special-program evening on the Trans-Canada network. The tone of this response seems to indicate that people generally are accepting it as a "feature radio" evening of entertainment and information.

A commentator acting as "host" has filled a 15-minute period at the start of each evening's program, to bring the various items to the attention of as broad a segment of the listening audience as possible; giving a broad outline of the background and significance of the program items, and some idea of the experience of the performers taking part.

### Music and Drama

In the period under review, the CBC Opera Company was heard in six radio production of opera — two performances of *Madam Butterfly*, one each of *Turandot*, *Rigoletto*, *Faust* and the modern English comic opera, *Albert Herring*. A performance of Mozart's *Così fan tutte* will complete the Opera Company's third successful season. Station WNYC, New York City, carried *Turandot* and *Albert Herring* in full, and will also carry the Mozart opera. With the production of *Faust*, the Opera Company made use of some of the fine operatic talent in Montreal, its previous productions having come from Toronto.

The CBC Light Opera Company was heard on the Wednesday Night program for the first time this season, performing three of the most popular Gilbert and Sullivan works — *The Mikado*, *Yeoman of the Guard*, and *Ruddigore*. The French operetta *La Mascotte* was broadcast from Montreal, along with Bach's *Coffee Cantata* and Martinu's *Comedy on the Bridge*. The chamber opera *The Old Maid and the Thief* was presented from Vancouver.

A constant attempt is made to broaden the normal and accepted radio forms, while still maintaining the more traditional. The many periods of "standard" classical music on the Wednesday Night program are accompanied by programs giving expression to Canadian composers and contemporary composers of other countries as well. Outstanding among the year's programs of Canadian music was the first radio performance of Healey Willan's Symphony No. 2, and *Concordia*, a symphonic poem by Alexander Brott. Canadian solo artists, as well as those internationally-known on the concert stage, appeared throughout the season in the Distinguished Artists Series.

In co-operation with the CBC International Service, a plan was worked out to devote an entire evening to an examination of contemporary life in other countries. So far Sweden and Germany have been featured, the programs being made up of music, talks, plays and commentary. Other feature evenings during the season included a reconstruction in words and music of the Elizabethan Age; and an evening devoted to the late George Bernard Shaw, including an appraisal of his writing, reminiscences of him by contemporaries, and a performance in full of his play *Candida*.



*Orchestra, chorus, and cast for speaking parts rehearse in Toronto for a CBC Wednesday Night light opera program.*

Two radio anthologies were produced, as a new departure, on the central themes of "Night" and "Spring", made up of prose, poetry, drama, and music.

Plays produced for the Wednesday Night programs have ranged from adaptations of the humorous stories of Stephen Leacock to two-hour performances of Shakespearean dramas and of original Canadian plays, such as Lister Sinclair's *Socrates*, and Joseph Schull's *The Bridge*. Several plays from the BBC were scheduled during the season, among them the modern verse play *The Lady's Not For Burning*, by Christopher Fry, and *Crime Passionnel* by the contemporary French writer Jean-Paul Sartre.

#### **Talks**

An opportunity for listeners to hear three ranking Canadian artists talking about their craft was provided in *Canadian Art: An Informal History*, in which three members of the Group of Seven participated — A. Y. Jackson, Arthur Lismer, and Lawren Harris.

Later in the season, a symposium on modern arts was presented under the title *Are the Arts Out of Touch With the People?* The poet, A. M. Klein; the composer, Barbara Pentland, and the painter, Jacques de Tonnancour, took part in the discussion, while the well-known playwright and editor, Robertson Davies, served as "devil's advocate".

W. H. Brodie's series on language, *The Well of English*, was repeated during the summer months. Four talks on conservation of natural resources were given by William Vogt, Louis Bromfield, Fairfield Osborn, and Robson Black.

In *Canada as a Nation*, four speakers spoke about outstanding Canadians and the part they had played in the development of Canada — Sir John A. Macdonald, Goldwin Smith, Sir Wilfrid Laurier, and Henri Bourassa.

Among poetry readings heard on Wednesday Night were samples of the religious poetry of T. S. Eliot, and, in a four-part series, the English Romantic poets. Work

by Canadian poets included that of Duncan Campbell Scott, E. J. Pratt, Earle Birney, Patrick Anderson, Ronald Hambleton and Douglas Le Pan. Short stories and essays were heard in other spoken word programs.

## News

At no time has it been more important that listeners should be well informed on both national and international developments. It has been equally important that the news should be presented with the highest degree of factual accuracy, and free from bias or sensationalism. From the outbreak of war in Korea and through the historic sessions of the United Nations at Lake Success, the task of presenting the news clearly and soberly has been a formidable responsibility. Increasing international tension has imposed on CBC editors the difficult task of evaluating the news soundly and presenting it in a way that would keep listeners well informed.

In the domestic news field, the national railway tie-up in August was an event of outstanding news importance, which called for impartial coverage of a labor-management dispute that affected the lives of all Canadians.

While news of a strictly local character has been left largely to the community stations, CBC bulletins carried international, national (including the Parliamentary debates) and regional news in approximately even proportions.

By using the facilities of six newsrooms, at St. John's, Halifax, Montreal, Toronto, Winnipeg and Vancouver, bulletins are broadcast at suitable listening hours, local time, and coverage is given to news of regional interest as well as general Canadian and international news. These bulletins are supplemented by national news bulletins broadcast daily from the central newsroom at Toronto to the Trans-Canada and Dominion networks. A full service of bulletins in French is provided to the French network by the CBC newsroom in Montreal.

### CBC News Roundup and La Revue de l'actualité

Last year, *CBC News Roundup*, on the Trans-Canada network, and *La Revue de l'actualité*, on the French network, were broadcast through the summer months instead of closing down for July and August. This decision was made early in the program year because of the international situation. War started in Korea June 26th. When the Princess Patricia's Canadian Light Infantry went to Korea, the CBC made arrangements to have W. J. Herbert, a CBC war correspondent in the last war, go to Japan and Korea to cover the war for Canadian listeners. With the prospect of other Canadian units being sent to the Far East in the near future, it is planned to send to Korea a reporting team equipped with portable recording gear, to obtain front-line reports of the Canadians in action.

One of the most important developments during the year was the question of seating Communist China at the United Nations, and the United States move to have Communist China declared an aggressor. These developments were so important that on three occasions not only the whole of *News Roundup* was given to news from the United Nations, but the following half-hour period as well. On other nights while this subject continued to be of vital interest, all of the regular *Roundup* or a major part of it was devoted to the United Nations.

Every night during the nation-wide rail strike, up-to-the-minute reports and comments were carried. On the final night of the strike, the *News Roundup* period was turned over to the union heads to let them call their members back to the job.

Among other important Canadian news stories covered by *News Roundup* and *La Revue de l'actualité* during the year were the Red River floods, the disastrous fires



in Rimouski and Cabano, the death of W. L. Mackenzie King, the grounding of the steamer Franconia and the collapse of the Duplessis bridge.

The CBC Overseas Unit in London arranges coverage of news developments abroad. Canadian reporters in Europe, including Matthew Halton of the CBC, correspondents for various British papers, and members of the reporting section of the BBC and La Radiodiffusion française, are used to cover stories in many countries. Richard Aspinsall has continued to send reports from Sydney, Australia. Blair Fraser, Ottawa editor of Maclean's Magazine, was in the Far East during the late fall, and reported from New Delhi and Tokyo.

## Special Events

The most extensive and most difficult special operation during the year was brought about by the Manitoba floods.

Station CBW remained on 24-hour operations during the state of emergency, broadcast some 10,000 messages concerning missing persons as telephone and other means of communication came to an end in southern Manitoba, maintained its usual operations in feeding CBK, Watrous, and acting as the main "delay" point in east-west broadcasting, and sent out a steady stream of eye-witness reports and commentaries on the rising flood waters to the rest of Canada, the United States, and abroad.

As early as April 14th, CBC arranged a meeting with the Red Cross, municipal and other interested agencies to discuss preliminary plans for co-operative action should the flood develop as it threatened to do. On April 20th, the first report of the flood situation was broadcast from Winnipeg on *CBC News Roundup*, as normal news reporting. Interviews with various officials concerning flood plans began the following day, locally, on CBW, and a daily 15-minute flood report was initiated as well. The purpose was to provide up-to-the-minute information, especially for those people in the Red River Valley already involved in the flood or in its path—progressive river-level readings were supplied along with reports on road conditions, weather reports, and forecasts. Actuality broadcasts were introduced during the week of the 23rd, when the full force of the flood was felt in southern Manitoba.

On Friday, May 5th, when the river-level reached the 1948 peak of 23.4 feet above datum at Winnipeg, it was decided to place CBW on 24-hour operations. The Premier of Manitoba declared a state of emergency on May 6th, and CBC quickly established

*A commentator doing an actuality broadcast during the Winnipeg floods pauses before an ironical signboard in the suburb of Fort Garry.*



close liaison with Provincial Flood Control Headquarters, setting up a Flood Control Desk at the studios to facilitate operations. Over the weekend of May 6th-8th, CBC Winnipeg drew up plans on the basis of the worst possible eventualities with four main points in mind: (a) as the principal means of keeping the public informed via radio it was imperative to keep the 50,000-watt provincial transmitter of CBW on the air, with the fullest possible protection of the studio-to-transmitter link between Winnipeg and the transmitter building at Carman; (b) the necessity of supplying news and actuality reports to CBC networks, for the national and international audience; (c) the desirability of maintaining regular network operations in and out of Winnipeg, since Winnipeg is normally the co-ordinating point between the eastern and western networks; (d) the desirability of continuing normal programming of CBK, Saskatchewan, from Winnipeg, because its coverage includes large areas of Manitoba and it would provide additional assurance of reaching the public quickly by radio.

During this period, many CBC staff members became personally involved in the flood. Eventually 13 staff members' homes were flooded, 31 members of staff were evacuated; and 76 members of staff families were moved out of the city. All staff members affected reported back on the job immediately after seeing to the safety of their families and salvaging what they could of their personal effects.

Meanwhile the essential job of maintaining broadcasting services went ahead. Since normal power supply, telephone and line communications were no longer assured, steps were taken to provide standby facilities. A 25-kw diesel power generator, mounted on a raft so that it would rise with the flood waters, was installed at the rear of the studio building, to supply power to the studios and offices. This was ready for operation by May 10th. Since normal telephone and telegraph lines were largely in underground cables, arrangements were made to install temporary overhead circuits, to connect the studios with the Canadian National and Canadian Pacific telegraph offices. A shortwave transmitter was installed on top of the studio building to feed the CBW transmitter at Carman in the event of total line failure, with FM and AM radio links between Flood Control Headquarters at the Parliament Buildings, CBW studios, and other operational points.

After consultation with provincial authorities, the CBC arranged a local network to link CBW with the four private stations in Winnipeg. This was kept available at a moment's notice to afford blanket coverage of the greater Winnipeg area for the use of the authorities. This "city network" was used frequently.

As the water continued to rise, CBW's service was devoted increasingly to broadcasting official announcements and personal messages. As many as six girls at one time were kept busy at the telephone taking down messages for broadcast, of which 8,000 were handled in a peak period of 10 days. Day after day, the two telegraph companies delivered to CBW long lists of undelivered telegrams, and later reported that an astonishingly large proportion of these had been claimed because of radio announcements. It was possible to reach evacuees in Saskatchewan by transmitting messages from Winnipeg to CBK at Watrous. CBC also assisted the private stations, where possible, "dubbing" some 20 disks of actuality broadcasts for station CJOB, and making recordings available to other stations and Inland Broadcasting Company.

To keep the rest of Canada informed about the situation, numerous special program feeds of eye-witness reports and actuality broadcasts were arranged, often on short notice. Four consecutive half-hour broadcasts were carried on *Saturday Magazine*, and during the peak flood period, *News Roundup* carried a story from Winnipeg every night. CBC commentators broadcast from dykes, rooftops, Red Cross stations, amphibious vehicles and aircraft. From May 14th to May 22nd, special 5-minute flood reports were broadcast twice daily on the Trans-Canada network.

CBC arranged blanket coverage of Canada by radio for the first appeals of the Manitoba Relief Fund, and, locally, the "city network" was brought into use again. On May 26th, CBC Winnipeg contributed a six-minute episode to the one-and-a-half

hour variety program presented in Toronto by the combined efforts of radio broadcasting organizations generally in aid of the Relief Fund, which was heard throughout North America on 729 stations.

The CBW transmitter was on the air continuously for a period of 26 days, in which time only five and a half minutes were lost due to adjustments to the transmitter. The private stations of Winnipeg did a fine job in maintaining their services; station CKRC, as Dominion network affiliate, continuing to handle delayed network operations and contributing a nightly flood bulletin to the Dominion network news bulletin.

Other disasters which called for special actuality reporting were the fires at Rimouski and Cabano, in Quebec. Most of the special-events reporting in English was carried in the program *Saturday Magazine*, and from week to week it covered a wide range, both geographically and as to subject matter. The geographic extremes were a whaling ship in the Pacific some 60 miles west of Vancouver Island, and the Newfoundland fishing settlement of Pouch Cove, almost the most easterly point of the North American continent. The range of subject matter took in such subjects as horse races and other sporting events, industrial operations in forests and factories, drama and music festivals, RCAF and naval air operations, and the training of troops for the 25th Canadian Infantry Brigade Group. Numerous special events broadcasts describing Newfoundland scenes and activities were carried across Canada, in *Saturday Magazine* and other programs, among them an outstanding Christmas Day broadcast from Pouch Cove.

Among French network programs of this type were those marking the departure of the Royal 22nd Regiment from Montreal for the training base at Fort Lewis, Washington; the visit to Canada of chiefs of state such as Prime Minister Attlee, Premier Liaquat Ali Khan of Pakistan, the inauguration of the Civil Aviation Building in Montreal, military manoeuvres at Oka, and so on. The French network also carried a weekly half-hour program from April to October called *Micro-Reportages*, made up of documentary broadcasts on a wide variety of subjects.

## Music

The Trans-Canada, Dominion and French networks devote a large number of their total hours of broadcasting to a wide variety of music, ranging from light music through various forms of classical music, and including old time music and band music, both "live" and recorded. Music programs are broadcast regionally and locally, as well.

Les Concerts symphoniques de Montréal, the Toronto Symphony Orchestra, the Toronto Philharmonic Orchestra, and the Vancouver and Winnipeg Symphony orchestras have been heard on both the English and French networks, the Toronto and Montreal orchestras sharing a Tuesday evening period on the Dominion and French networks, and having as guest artists and conductors a number of world-famous musicians. The New York Philharmonic Orchestra was heard on both the Trans-Canada and French networks, Sunday afternoons, and in addition the French network carried the NBC Symphony Orchestra on Saturday nights. "Pop Concerts"\* by the Toronto Symphony Orchestra were heard on Trans-Canada and French networks, and by the Vancouver Orchestra on a western network. For part of the year, programs by the Oklahoma Symphony Orchestra followed the Wednesday Night program. The eight concerts by the Winnipeg Symphony Orchestra were heard as one-hour programs on Sundays on Trans-Canada. *Les Petites symphonies* was again a popular feature from Montreal, heard on the Trans-Canada and French networks, and the Mutual network in the United States.

The Metropolitan Opera Broadcasts\* were a Saturday afternoon feature, as usual, on the Trans-Canada and French networks. In June a complete performance of the

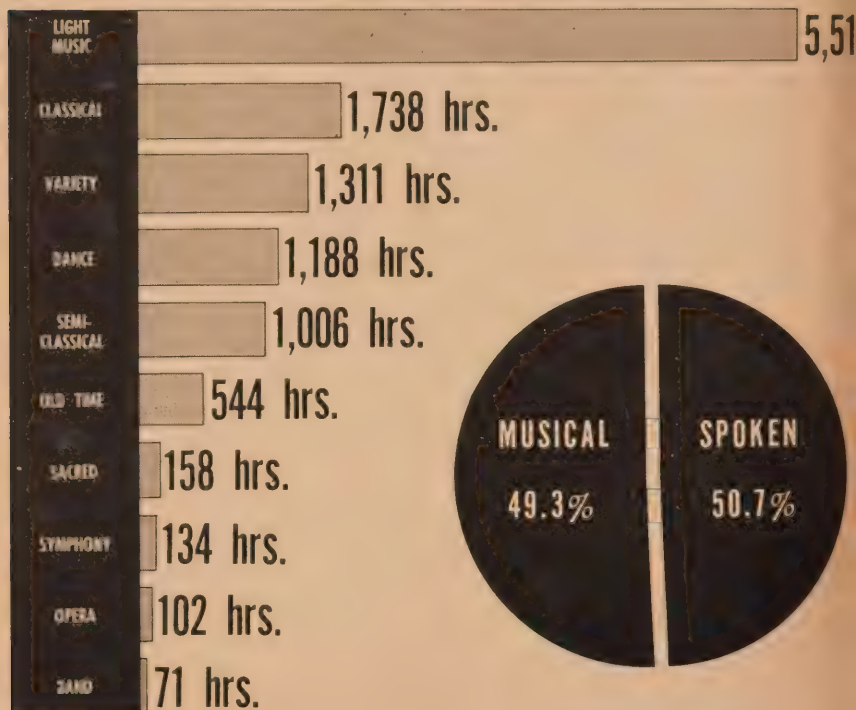


*Tales of Hoffmann* by the Nova Scotia Opera Association was broadcast in the Maritime region, and in November a program of excerpts from a performance of *La Traviata* by the same group. These programs, taken with the six performances on Wednesday Night by the CBC Opera Company, made up a wide range of programs for opera lovers.

Choral music was well represented in broadcasts originating at many points: the Mendelssohn Choir from Toronto; The Ukrainian Male Chorus from Winnipeg, the University of Saskatchewan Singers; the University of Alberta Glee Club, the Armdale Chorus and the Breton Singers, from Halifax; Les Disciples de Massenet, from Montreal; and Mané Canterie des Petits Chanteurs, from Quebec City, and others. A considerable amount of choral music was broadcast in Newfoundland, from stations at St. John's, Corner Brook, Grand Falls, and Gander, such as the programs of the long established Killearnon Glee Club from Grand Falls, and the Community Glee Club from Gander.

Chamber music programs had a regular place in the schedule. Vancouver, for example, presented 26 varied half-hour programs in the fall and winter of 1950.

## CLASSIFICATION OF MUSICAL



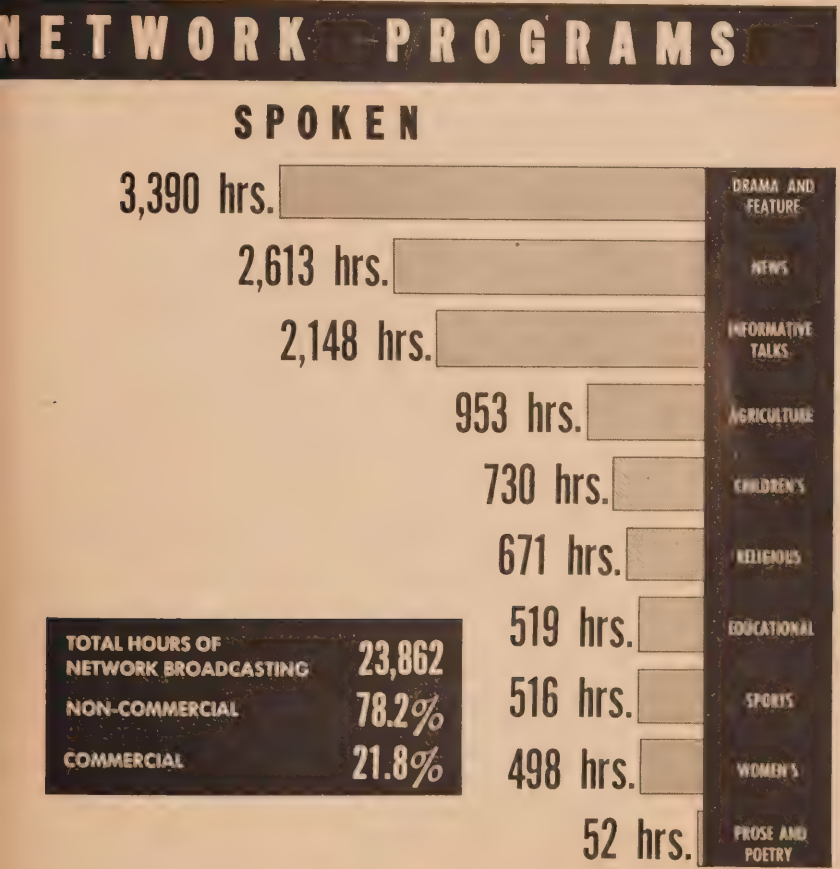
Throughout the year listeners heard the McGill String Quartet from Montreal; the Dembeck, Parlow and Solway string quartets from Toronto; the Steinberg Quartet from Vancouver; the Atlantic String Quartet from Halifax, and other groups.

In January, 1950, the CBC presented from Toronto a Bach bi-centenary festival which included all of the Brandenburg Concertos and featured top-ranking guest artists. This was followed by a series of Bach organ works, performed by organists from various points across the country.

Vancouver contributed a major series to the Trans-Canada network in the production of *Music of Canada*—14 half-hour programs presenting 35 compositions by 22 Canadian composers.

Classical music of a lighter type and semi-classical music was represented in a variety of programs such as *Summer Strings*, from Toronto; programs by CBC string

(Throughout this Report, an asterisk (\*) denotes a sponsored program.)







*French network personalities and music critics participating in Forum de l'opera, carried on the French network from Montreal during intermissions of the Metropolitan Opera Broadcasts\*.*

orchestras in Vancouver and Winnipeg; *Winnipeg Sunday Concert*; and the Maritime Concert Orchestra.

More than 500 periods were devoted during the year to recitals, featuring some 230 different artists. These originated from all CBC production points.

### Light Music

Light music programs cover a very wide range. On the French network, *Le Theatre lyrique*\* again presented radio versions of favorite operas and operettas in one-hour productions. Other popular French network programs included *Rythmes de Paris*; *Chansons canadiennes*; *Tzigane*; *Chansons de l'Amérique latine*; *Mosaïque canadienne*\*; *La Chanson 57*\*; *Madame est servie*\*; *Le Quart d'heure de détente*\*; *Les Peintres de la chanson*\* and *Images musicales*.

Another French network feature, designed to encourage Canadian composers of light music, was *Quatre chansons*. From the Montreal and Quebec City studios, more than 40 new songs were interpreted by the composers themselves.

From Winnipeg for the English networks came such programs as *Overture Please*; *Music by Eric Wild*; *The Prairie Schooner*, also sent abroad through the International Service; *Here Comes the Band*. Edmonton contributed *Alberta Ranch House* and *Saludes Amigos*. Among light music programs from Vancouver were *Summertime*, originating in Stanley Park; and drawing an audience of some 75,000 during the season; *Current and Choice*; *The Calangis Show*; *Operetta Time*; *Melody from the Sky*, featuring the Sherwood Robson chorale; *Club Date*; the *Ray Norris Quintet*, offering progressive jazz; and *Beach Party*, originating from the studios of station CJOR. A western quintet originated from Victoria.

Programs of a similar type were broadcast from Halifax, Toronto, and in Newfoundland.

Popular sponsored programs of light music on the networks included *The Chuck-*

wagon°, and *Harmony House*°, from Vancouver; *Your Host—C.G.E.*°, the *Don Wright Chorus*°, originating at station CFPL, London; and the *Contented Hour*°. Programs of this type from the United States included the *Jack Smith Show*° and *Club 15*°, heard five nights a week on Dominion. Light music programs of many types were heard on subsidiary hookups.

Programs of recorded music, both light and classical, were heard at various times throughout the day on all CBC stations.

## Drama

There are many drama broadcasts on CBC Wednesday Night, and many of the farm, school and other feature broadcasts are dramatized. But in addition to these programs, more than 1,000 plays in French and English were produced during the year, and of these more than 900 were written or adapted by Canadians. When commercial drama programs and the occasional exchange features with BBC and other networks are added, the sum total represents a very diversified range of dramatized entertainment on the air—something for all tastes.

*Stage 51*, the perennially popular Sunday night feature on the Trans-Canada network, marked our approach to the half-century point by beginning its season with a look back to the Victorian era through adaptations of two of the *Victoria Regina* plays by Laurence Housman, and in the following five weeks presented plays representative of the five decades since 1901. Thereafter there was a modern Swedish play, a dramatization of *The Master of Ballantrae*, to mark the centenary of the birth of Robert Louis Stevenson, and then a series of original Canadian plays. The *Stage 51* season will be concluded in April with a Shakespeare festival—a performance of *King Richard II* and, on four successive weeks, *Parts One and Two of King Henry IV*.

Other drama productions from Toronto included nine original Canadian plays in the *Summer Theatre* series, to the Trans-Canada network; and for the Dominion network, an engaging series called *Once Over Lightly*, which delved into some of the unanswered questions posed by tales of Greek mythology. A new type of drama series produced during the year, for Trans-Canada, was *Jake and The Kid*: original humorous stories about the goings-on in the mythical farming community of Crocus, Saskatchewan. *The Footlighters* was a weekly story about the trials and tribulations of a small-town amateur drama group. *Tales of the Minstrels* combined drama and song to bring to life some well-known folk ballads, such as *The Story of Jesse James* and the *Ballad of the Frank Slide*. A short series to the Dominion network beginning in May, 1950, and titled *1900-1950*, employed drama, narration and music to highlight the story of the first 50 years of the century.

Drama productions from Vancouver totalled 73 during the year, among them nine weeks of *Summer Theatre*, made up of original Canadian plays; eleven mysteries under the title *It's Murder*; an adaptation of 10 episodes from *The Count of Monte Cristo*; five original scripts titled *Fall Fare*; four adaptations of famous short stories, called *Four to the Queen*; a five-episode adaptation of the Canadian novel *Barometer Rising*; and 22 plays in the new *Vancouver Theatre* series beginning in November, 1950.

Winnipeg contributed a diversified series of half-hour plays by many authors, as a weekly Thursday night feature on the Western and Mid-Eastern networks. Of the 52 plays produced, 49 were originals, 3 adaptations; 41 were by Canadian writers.

From Montreal came the popular series *My Uncle Louis*, which ran for 52 weeks, continuing the humorous story of Pierre and his Scottish-French Canadian family in Ottawa near the turn of the century.

In Halifax, the CBC Maritime Dramatic Workshop turned out 24 productions, 15 of them by Canadian writers. A 15-minute weekly serial—*The People in Our Town*—was broadcast for 18 occasions.

On the French network, *Le Théâtre de Radio-Canada* presented a summer series of 20 one-hour broadcasts created or adapted by Canadians. Three other series totalling 72 programs—*Le Théâtre du dimanche soir*, *Nouveautés dramatiques* and *Le Théâtre des nouveautés*—made use exclusively of scripts written for radio by Canadian writers.

The adventures of the Count of Monte Cristo and other "cloak and dagger" novels such as *The Three Musketeers*, and *Michael Strogoff*, were adapted for the half hour broadcasts of *Le Théâtre populaire*. *Les Héros de la page treize* were amusing interpretations of familiar tales such as the story of Blue Beard, and the Magic Flute. *Théâtre dans un fauteuil* was a series devoted to modern French plays. *Paris a 2000 ans* was a dramatic feature marking this year's celebration of the 2000th anniversary of the founding of Paris, and pictured the city's boulevards, churches, its artists, songs, and excerpts from French literature and drama.

Among the most popular commercial drama productions was *Ford Theatre*°, in its second season on the Dominion network, Friday nights. Others were the mystery series *Suspense*°, and concluding broadcasts of *Buckingham Theatre*° and *Alan and Me*°, a weekly family story. *Lux Radio Theatre*° was again a popular feature on the Trans-Canada network, with *Mystery Theatre*° and the weekly serial story *John and Judy*°.

French network drama programs included *Contes et légendes de chez nous*°, *Le Théâtre Ford*°, *Ceux qu'on aime*°, the popular evening serials *Le Curé de village*° and *Un Homme et son péché*°. Other serial stories on the French network were *Francine Louvain*°, *La Métairie Rancourt*°, *Jeunesse dorée*°, *Rue principale*°, *Tante Lucie*°, *Grande sœur*°, *Maman Jeanne*°, *L'Ardent voyage*° and *M'Amie d'amour*°. Some of these programs which had counterparts on the Trans-Canada network, were the Monday to Friday serial programs including *Road of Life*°, *Big Sister*°, *Front Page Farrell*°, *Laura Limited*°, *Aunt Lucy*°, *Brave Voyage*°, *Life Can Be Beautiful*°, *Ma Perkins*°, *Pepper Young's Family*°, and *Right to Happiness*°. The Dominion network carried *When a Girl Marries*°, and *Portia Faces Life*°.

## Public Affairs Features

Feature programs dealing with social issues have an established place in CBC program schedules. These broadcasts require careful preparatory work by producer and script-writer, who often work closely with experts in the field to be covered. In nearly every instance these public affairs features have met with enthusiastic response.

In the spring of 1950, six documentaries on the Dominion network, *In Search of Mental Health*, showed the great improvement in recent years in the treatment of mentally ill people in Canada. Script-writers were allowed to observe conditions at first-hand in several provincial mental hospitals, and were given excellent co-operation in gathering their material both by government officials and hospital staffs.

Another series titled *Life with the Robinsons* told the story of human relations in a typical, ordinary family. At the end of each episode a psychiatrist commented briefly, to give a little added direction to those listeners who wanted to take the drama seriously and think about the common everyday human problems it had pictured. In *Return Journey*, a series of six documentary broadcasts, listeners heard about men, women and children who have to learn to live with disabilities such as deafness, rheumatoid arthritis, facial disfigurement, and loss of limbs. The problems of such people were presented with sympathy and understanding.

*In Search of Ourselves* continued for its fourth annual series with dramatized stories of people with mild emotional disturbances, based on actual case histories. A commentary by either a psychiatrist, psychologist or sociologist, followed each drama. Organizations interested in mental health distributed 30,000 study bulletins for the series and 50,000 publicity leaflets, and some discussion groups were formed.



In all these series the CBC benefited from the advice and help of the Canadian Mental Health Association. Its Medical Director, Dr. J. D. M. Griffin, was at various times consultant, commentator, and writer of study bulletins.

Two series broadcast on the French network dealt with problems of the school-age child and were produced in co-operation with l'Ecole des Parents du Québec. *Radio-Parents* presented 20 half-hour dramatized broadcasts designed in such a way as to help parents solve their own particular problems, and in *Le Courrier de Radio-Parents*, psychologists answered general questions sent in by parents.

### **Citizens' Forum and Les Idées en marche**

In its eighth season, *Citizens' Forum* brought to the Trans-Canada network microphones men and women from many different walks of life to discuss issues of the day. Clergymen and cabinet ministers, journalists and business men, labor leaders and housewives met to trade opinions on what is described as "Canada's national platform". Among the subjects debated were price control, the welfare state, our policy in Asia, democracy in the labor union, and Canada's immigration policy. In the similar French network series, *Les Idées en marche*, topics for debate included the disciplining of children, Canada's part in international affairs, salary-levels for women, the St. Lawrence seaway, and price control. Both series included broadcasts at regular intervals about some topic currently in the news. The French and English sections of the Canadian Association for Adult Education co-operate with the CBC in the production of the two series.

Speakers from Ottawa, Montreal and Quebec City took part in broadcasts of *Les Idées en marche*, which originated in Montreal. Most of the *Citizens' Forum* broadcasts took place at public meetings, and originated in St. John's, Halifax, Moncton, Montreal, Ottawa, Toronto, Windsor, Fort William, Winnipeg, Edmonton, Vancouver, and Lake Success. Listeners' views were summarized and broadcast the following week, and two special broadcasts reported the national opinion of forum groups on the subjects discussed.

During April, May and June of 1950, a number of studio discussions were broadcast on Trans-Canada under the title *CBC Round Table*, and were followed by a series of five programs offered by the *University of Chicago Round Table*, an NBC feature. From time to time, the Canadian networks carried discussions originating with the BBC. On one occasion a two-way discussion took place between speakers in Toronto and London, England; on a second occasion Canada contributed to an inter-Commonwealth forum, with other speakers in Australia, India, and Great Britain. The French network carried features and documentaries prepared by the BBC, and the French, Belgian and Netherlands radio systems.

### **Cross Section**

On the Dominion network, this year's *Cross Section* series explored a wide variety of economic and social issues—education, price control, development of resources, trade, employment and fire prevention—and special attention was given to the problems encountered in labor-management relations. The series was planned in consultation with the Canadian Congress of Labor, the Canadian Chamber of Commerce, the Trades and Labor Congress and the Canadian Manufacturers' Association.

The method of presentation was varied. In an interpretive survey—*French Canada in Transition*—the first two programs were documentary dramas depicting the impact of 20th-century industrialization on the life and culture of French Canada. The third and concluding broadcast was a panel discussion in which representatives from labor, business, the church and the university discussed the issues raised in the first two broadcasts and took a look at current developments in French Canada.

New ground was broken in bringing Canada's labor and business leaders to the microphone in an on-the-air press conference. In November, for the first time on the CBC, two such conferences were presented, and *Cross Section* listeners were given the

opportunity of hearing the leaders of Canada's labor and business communities explain their policies for 1951.

Many of the dramatized broadcasts included statements by business men, trade unionists and university staff members to clarify and confirm points made in the script and to provide the fullest expression of representative points of view. The problems of labor and business were also discussed in numerous other programs—in round table discussions, in special broadcasts, and in programs arranged to cover the annual business and labor conventions.

### **Press Conference**

A new and successful program on the Dominion network in the public affairs field was *Press Conference*, in which important public figures were quizzed by newspaper and radio reporters. Programs originated in Ottawa, Lake Success, Washington and London. The guests who appeared in these on-the-air press conferences were in themselves newsworthy; and their answers to *Press Conference* questions often made front-page news. The speakers included cabinet ministers and opposition leaders in Canada and Great Britain; UN delegates such as John Foster Dulles and General Romulo; and internationally-known writers such as Bertrand Russell.

## **Talks**

Talks arranged by the CBC were presented in a variety of forms and covered a wide diversity of subjects. Some were commentaries on public affairs, such as *Capital Report* and *Weekend Review*; some told stories of life here and there in Canada, such as items in *Monday Magazine*; others appealed to the imagination through fantasy, satire, or humorous verse; and a large number of talks programs gave reliable, practical information; for example, *CBC School for Consumers*.

In all programs on public affairs, whether talks, discussions or dramatizations, the CBC endeavors to give expression to all main points of view. It is a policy to encourage the frank exchange of opinion, and to maintain freedom of speech on the air.

### **International Affairs and United Nations**

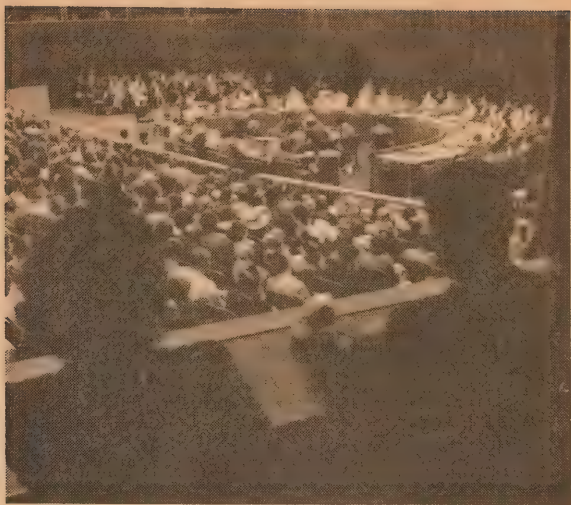
In the program *Capital Report*, heard Sundays, observers in three or more world capitals commented on outstanding developments. Usually reports came from London, Washington and Ottawa, but also on occasion from Lake Success, Paris, Tokyo, and New Delhi. Several speakers were heard in turn from each of the three main capitals. Five times a week, *International Commentary* dealt with developments as observed at Lake Success and in London, the London items originating with the BBC North American Service. Following the National News Bulletin on Sundays, *Weekend Review* offered an analysis of the week's news by a variety of commentators. Among those heard most frequently were J. B. McGeachy, of the *Toronto Globe and Mail*; Dr. Stuart Jamieson, professor of economics, University of British Columbia; George Ferguson, editor of the *Montreal Daily Star*; and Charles Woodsworth, editor of the *Ottawa Citizen*.

In the program *Our Special Speaker*, which followed *Weekend Review* on Sunday nights, outstanding speakers both within the country and from abroad, were brought to the microphone. Among these were the Prime Ministers of Canada, the United Kingdom, Australia, and Northern Ireland; Dr. Ralph Bunche, Arnold Toynbee, Sir Richard Livingstone, L. W. Brockington, J. B. Priestley and Dr. Hugh Keenleyside.

Among the more outstanding broadcasts about the United Nations were the half-hour programs arranged by the CBC staff at Lake Success during the General Assembly debates on the Korean Crisis. These edited actualities brought the issues before the Canadian listener in a particularly vivid way. The CBC also arranged a series of broadcasts to mark the second anniversary of the Declaration of Human Rights. As a result of the programs, listeners requested over 2,000 copies of the Declaration.

Several items were prepared especially for the French network by the United





*A view of the United Nations meeting at Lake Success, from the CBC broadcasting booth.*

Nations. These included forums, actuality reports and special events broadcasts, and also documentaries on UN commissions. Members of the Canadian delegation to the UN Assembly were guest speakers in a series of weekly talks. Members of foreign delegations occasionally took part in this series.

The Trans-Canada network continued to carry the weekly *Memo from Lake Success*, and *United Nations Today* was heard five times a week on the Dominion network. These programs are produced by the United Nations Radio Division.

### **Political Broadcasts**

Federal political broadcasts continued under the title *The Nation's Business*, on the Trans-Canada network, and *Les Affaires de l'Etat* on the French network. Time is allocated in consultation with all the political parties concerned. In each province except Newfoundland, political broadcasts were heard under the title *Provincial Affairs*. All were free-time broadcasts. Special programs were arranged in connection with two provincial conventions held to elect new party leaders.

### **Literary and Cultural Programs**

Among French network programs in this field were three broadcasts on some aspects of Chinese civilization, the history of Christian missions in Asia, and the part played by French civilization in the Far East, given by Professor René Grousset of the University of Paris and a specialist in oriental studies. The French poet Pierre Emmanuel broadcast some of his own work, and also that of Agrippa d'Aubigné and Victor Ségalen, representative of the 16th and 20th centuries. Montreal stage and radio artist Jean-Louis Roux talked about his associations with some outstanding figures of the French theatrical world during studies in Paris, and Alfred Brunet contributed from Paris a number of interviews with stage and motion picture stars.

On the Trans-Canada network, *Critically Speaking* continued to provide listeners with reviews of motion pictures, radio programs and books, and in addition a number of special reports about various Canadian cultural activities such as the annual Ballet Festival, the Dominion Drama Festival, the opening in Montreal of the English version

of *Ti-Coq*, and the Toronto Opera Festival. Canadian writers of short stories again found an outlet for their work in *Canadian Short Stories*, a program of five years standing which now receives six to seven hundred stories annually.

Beginning in June, a new series of talks about literature and other arts was broadcast every Friday night on the Trans-Canada network. Free-lance writers and university staff members contributed talks on such topics as 19th-century Russian writers, Canadian novelists; the growth and development of language, and the censorship of books. Special programs marked the death of Andre Gide and George Bernard Shaw. There were also talks on music, art, and a variety of other subjects.

Lighter material was used in a series broadcast Thursday nights. Examples are *Nurse's Notebook*—a series of three; talks by Shaun Herron on his Irish experiences, and four talks by Norman Creighton called *Autumn in a Small Town*. These were followed by highly popular programs of light humorous verse read by Tommy Tweed under the title *The Metre Reader*, and then by seven Canadian folk tales called *Logging with Bunyan*, combining stories and music. The writer and story-teller was Dr. John Robins of the University of Toronto. Radio Cartoons were introduced to a national audience early in the year in a series of the same title. Essentially humorous, these programs dramatized information about Canadian customs, manners and institutions.

For the French network, the well-known caricaturist Robert Lapalme talked about the part of caricature in the arts and its development in Canada, and also about modern painting. Gérard Morisset of the Royal Society gave five talks on French-Canadian architecture and its development. Other short series brought to the microphone Louis-Philippe Audet who dealt with the part played by certain religious organizations in the field of education; Jean-Pierre Houle of the Canadian Citizenship Council on aspects of citizenship; and Dang Ngoc Liem, an Indo-Chinese student in Canada, who talked about Viet-Nam and family life and the arts in Indo-China.

Under the title *England's Heritage*, the French network carried broadcasts by English personalities such as Robert Speaight, who spoke on English theatre; Alan Pryce Jones, on English literature; Maurice Edelman, M.P., on political life in England; Sir Leigh Ashton on English art, and Sir Ernest Barker on the English character. A forum program involving French Canadians in Great Britain gave points of view on topics such as university life in England; the youth movements; and social services in Great Britain. A third series obtained through the co-operation of the BBC told about French Canadians at Oxford.

### The Canadian Scene

John Fisher, the CBC's "wandering observer of Canadian ways", continued to receive a most enthusiastic response to his broadcasts and speaking engagements. He travelled throughout Canada and much of the United States and visited Mexico, his broadcasts originating from such widely-scattered points as Vancouver and St. John's, Dawson City and Mexico City. Among his most popular broadcasts were *Yours Sincerely*, a talk on citizenship, and *From Crimea to Korea*, a talk on the nursing profession.

*Monday Magazine*, on the Dominion network, interpreted the current Canadian scene in brief items originating at various points across the country, and a 15-minute Sunday period brought listeners a variegated series of talks about Canadian history or some aspect of life in Canada today. Another series, *Science Reporter*, dealt with current developments in the social sciences—mental health, penal reform, education and social work—and the physical sciences—including such topics as wildlife research, the evolution of life, preventive dentistry, and so on.

### Regional Interests

Talks were arranged of special interest to listeners in each region of Canada. For example, *Maritime Comment* dealt with such topics as Maritime folksongs, Maritime products, wildlife and conservation, and during the summer months, readings from *Sam Slick*, *the Clockmaker*. In Quebec, *This Is a Take* reviewed current moving pictures and other entertainment, a function performed in Ontario by *CJBC Views the*

*Shows. Let's Find Out* investigated problems of special concern to the people of Ontario. In the Prairies, a series of talks was broadcast on subjects ranging from *The Deer Cook* to *It's Your Church*. CBW, Winnipeg, carried regular talks by speakers from the University of Manitoba.

Among new regional programs arranged by the Vancouver studios were *Behind Those Oaken Doors*—reports of the work carried on in several provincial government departments; reviews of books, old and new, under the title, *Men, Women and Books*; and stories of news scoops by reporters of the West Coast and the Prairies.

Observers commented on political events in three regional programs: *Reporting the Maritimes*; *Report from the Provinces* (the Prairies); and *Nesbitt Reporting* (British Columbia). *Neighorly News*, a review of happenings in the smaller centres, continued to be a most popular regional feature across the country. These broadcasts are arranged in co-operation with the Canadian Weekly Newspapers' Association.

### Programs for Women

Spoken-word programs during the daytime are planned carefully to appeal to women listeners and to meet their needs and interests.

On the Trans-Canada network, Eustella Langdon supplemented her regular *CBC Cooking School of the Air* with a group of talks on cooking with herbs, bringing a rush of requests for a specially prepared "herb chart". Other programs for homemakers included talks on the remodelling of houses; five broadcasts called *You and Fashions*; four, by a research economist, titled *Saving Money*; talks on consumer economics and household buying; original ideas for making useful novelties as Christmas gifts; and *CBC School for Parents*, a series by the well-known authority S. R. Laycock.

In addition, there were programs which appealed to the wider community and cultural interests of women. A concert pianist and musician talked about composers she knew and played examples of their work; a variety of speakers told listeners about a particular book each had liked, and why; a drama adviser gave suggestions about putting on a play; hints on effective community leadership were given in *Club Clinic*; and in the series *Fighting Pioneers* and *Deeds that Live*, the achievements of men and women who make outstanding contributions to human welfare were described.

One of the areas to which women's organizations have been giving increasing attention is that of international relations, and consequently they have emphasized the need of programs which would try to further international understanding. Every day, Monday to Friday on the Trans-Canada network, the CBC carries short commentaries by women on the news. In other series, women of all five continents were heard describing the ideal of a good wife in their own particular countries; or telling what was being done in child welfare.

National affairs were discussed from a woman's standpoint in *You and Your Vote* and *Women in Jobs*. In *Mr. Prime Minister*, women outlined in open letters the opinions and requests of national organizations.

In most regions, morning programs for women were broadcast five days a week, by women commentators who have the assistance of special consultants and research writers. These talks originated in Moncton, Montreal, Ottawa, Toronto, Winnipeg and Vancouver.

*Lettre à une Canadienne*<sup>a</sup> was a regular women's feature on the French network, dealing with current topics of interest and interviewing men and women in the news. *Lettre d'une Parisienne* consisted of reports and commentaries on events in France, of interest to Canadians. *Entre nous, mesdames*, a daily feature, included commentaries, and advice on fashions and housekeeping.

Among other series were those by the French writer Marie Lefranc, who gave her impressions of the Laurentian country; and Nadia Labarre, of the Société d'étude et de conférences, who spoke under the title *Plaisir de la lecture* about the art of reading and how to get the most from it. Madame Germaine Poinso-Chapuis, a member of the French National Assembly for Marseilles, gave six talks on family and housing



problems in France, and housing as related to welfare. Informative talks about the people of Corsica were given by Mrs. Charlotte Schreiber, a native Corsican now living in Quebec City.

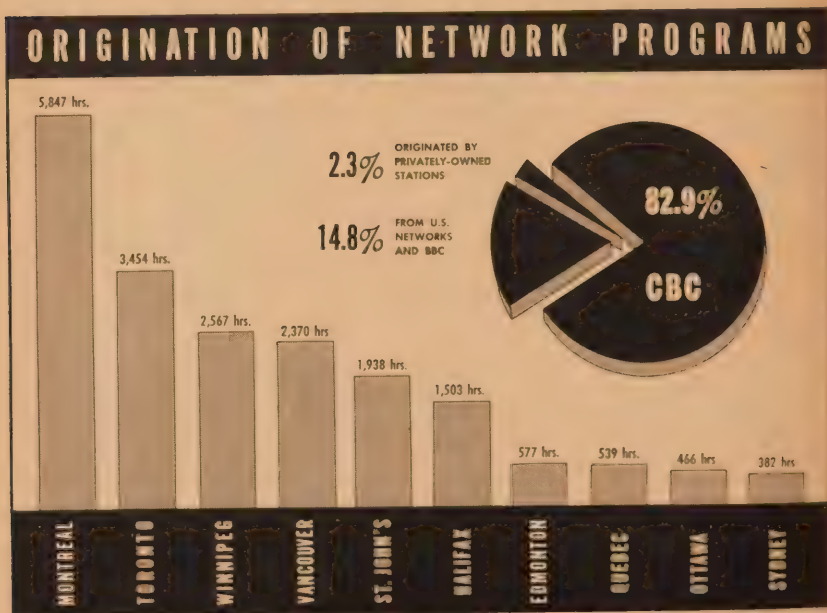
On the Dominion network, *Your Women's Editor*° was scheduled five mornings a week, and a series of decorating talks° for housewives was heard once a week.

## School Broadcasts

In the year under review, the Department of Transport issued 8,252 free receiving licences to schools throughout Canada. This figure represents an increase of 22 per cent over the previous year, and indicates that at least one third of all schools in English-speaking Canada are now radio-equipped and making use of school broadcasts.

Through the facilities of the CBC, schools are provided with upwards of 30 minutes daily of broadcast programs specifically planned by departments of education to meet classroom requirements. These broadcasts are offered, not as a substitute for teaching, but as a "supplementary aid", which helps teachers to stimulate pupils' imagination and strengthen their motive for study. On Mondays through Thursdays these broadcasts are provincial or regional in scope and closely integrated with curricula. National School Broadcasts, planned by the National Advisory Council on School Broadcasting, on which all departments of education and the teachers are represented, are heard on Fridays. The aim of this series is to promote among students a stronger consciousness of Canada and her achievements.

During the school year 1950-51, approximately 1,100 school broadcasts went on the air in all parts of Canada, mostly in dramatized form. There were seven series of National School Broadcasts, planned for students from grade three to senior high school. These were *Nature Study*, *Canadian Children's Books*, *Canadian Explorers*, *Current Events*, *Life in Canada Today*, a full-length presentation of Shakespeare's *Hamlet*



(in six half-hour installments), and a complete opera (Benjamin Britten's *Let's Make an Opera*). The broadcasts of *Hamlet* and *Let's Make an Opera* proved so successful that they were repeated as Wednesday Night programs.

In addition, five programs were received in transcription form from other countries of the British Commonwealth—Great Britain, Australia, New Zealand, South Africa and Ceylon, all dealing with aspects of life in these countries, under the title *Things We Are Proud Of*. In exchange for these programs, CBC contributed a 15-minute dramatization titled *A Trip Through the Canadian Rockies*, which was broadcast to schools over the networks of the five other participating Commonwealth countries.

At Christmas, 1950, the Girls' Choir of the Lord Byng High School, Vancouver, gave a recital of carols old and new, on the Trans-Canada network, for students and parents throughout the country.

In the preparation of both national and provincial series, extensive use was made of the services of teachers, as consultants, writers, and, in suitable cases, as broadcasters. The programs were carried over a network of more than 50 CBC and affiliated stations. In several cases, privately-owned stations placed their studios and personnel at the disposal of a department of education and the CBC, to facilitate the origination of programs from local centres.

A full account of Canadian school broadcasting, including a special section on CBC's experience in the international exchange of such programs, has been included by UNESCO in its recent publication *Broadcasting to Schools*, a survey of the work done in this field by Canada and 12 other countries.

*Kindergarten of the Air*, broadcast five days a week for pre-school-age children, has continued to win the approval of parents across Canada and was extensively used in nursery schools, kindergartens and grade one classes, as well as in private homes.

CBC's manual for teachers, *Young Canada Listens*, was again widely circulated through the departments of education, which in most cases also issued their own provincial manuals, along with maps, wall charts, leaflets, pictures and other supplementary material. Wherever possible, school broadcasts were correlated with educational films and filmstrips.

In response to a request from the CBC, the National Advisory Council on School Broadcasting, in March, 1951, set up a Television Committee of its members, to watch over and co-operate in the development of in-school telecasts and telecasts connected with school work.

The BBC again offered recordings of 24 programs selected from its own school broadcasts schedule, and these were broadcast in Ontario, British Columbia, and elsewhere at the request of the departments of education concerned. On the invitation of the BBC, the CBC contributed to the British School Broadcasts series a dramatized travel talk on life in the Yukon.

## Radio - Collège

This year, *Radio-Collège* marked its 10th anniversary. It was in the fall of 1941 that the CBC French network first broadcast a series of programs under this general title. Since then, there have been more than 3,000 programs dealing with such topics as science, Canadian history, literature, theatrical arts, music, world geography, sociology, philosophy, and religion. More than 40 experts have been heard in the various series of lectures, and 142 personalities from many fields of human activity have taken part in the broadcasts.

For its 10th season, 1950-51, *Radio-Collège* presented 17 series of weekly broadcasts dealing especially with the fine arts, music, literature, theatrical arts, sciences, religion and philosophy. On the theme "L'âme des peuples à travers leur littérature", one series of broadcasts dealt with the soul and spirit of many peoples as expressed in their literatures; among them the United States, Great Britain, Mexico,



South America, Italy, Spain, Germany, Austria, Belgium, Sweden, Norway, Poland, India, Russia, Africa, Japan and China.

The main trends of contemporary art in the Paris school — fauvism, cubism, and surrealism — were explored in *Le Musée d'art*, along with examples of contemporary French music. Pierre Ricour took over a continuation of the series *Les Fables de La Fontaine*, giving a series of talks on modern society as seen through the writing of the great French fabulist.

*Le Théâtre de Radio-Collège* produced 20 plays selected from the works of foreign playwrights. Those represented were Oscar Wilde, J. M. Barrie, George Bernard Shaw, R. Bessier, Noel Coward, T. S. Eliot, J. B. Priestley (England); J. M. Synge (Ireland); Henrik Ibsen (Norway); Ferenc Molnár (Hungary); August Strindberg (Sweden); L. Pirandello (Italy); Anton Tchekov (Russia); F. García Lorca (Spain); F. Bruckner (Germany); Rabindranath Tagore (India); E. Lavery, Eugene O'Neill, Tennessee Williams and John Steinbeck (United States). The lives of four great figures of Canadian history — Iberville, Talon, Montcalm, and Macdonald — were dramatized in 20 programs of *Le Théâtre de l'histoire*.

Under the heading *L'Électricité au service de l'homme*, there were 20 broadcasts, each of 15 minutes, dealing with recent discoveries and achievements in electricity. In *L'Actualité scientifique*, Léon Lortie interviewed 20 specialists from the many fields of pure and applied science: mathematicians, engineers, geologists, chemists, physicists and biologists. These interviews dealt with their current activities and research. Another series of 20 lectures under the heading *Un demi-siècle de conquêtes biologiques* had to do with discoveries in human biology during the first half of the 20th century.

Trends in contemporary philosophy were analyzed in 20 broadcasts covering the salient points in the work of Bergson, Blondel, Brunschvicg, Maritain, James, Dewey, Durkheim, Husserl, Scheler, Marcel, Sartre, Berdiaeff, Mounier and Valéry. Another series traced the evolution of French poetry from *The Song of Roland* to Mallarmé.

*La Cité des plantes* described the latest progress in botany, and *Le Monde animal* dealt with Canadian fauna.

Music broadcasts of *Radio-Collège* included a series introducing the various groups of instruments in the modern symphony orchestra, together with demonstrations of their tone, color, and use. *La Musique et son langage*, another series, was a study of the main elements in music, later the general forms, and finally the use of theme. The last 10 broadcasts were devoted to the general aesthetic trends in music from Bach to the modern school as represented by Stravinsky, Honegger and Schoenberg.

More than twenty thousand copies of the *Radio-Collège* program booklet were distributed to listeners, on request. Letters about the broadcasts were received from more than six hundred urban and rural centres in Quebec, other provinces and the United States.

## Farm, Fisheries and Gardening

One of the most important developments of the year was the establishment of a separate fisheries and agricultural broadcast service in Newfoundland. Two daily 15-minute broadcasts now make it possible to provide much better service than was the case when the Maritime region broadcast had to serve two different areas. With this change, the regular Maritime Fishermen's Broadcast was extended to half an hour to include a completely new market reporting section, as well as a commentary or feature section of sufficient length to keep up with developments in the fisheries. The co-operation and assistance of the federal Department of Fisheries has been of great value in these programs.

A move had been made toward the provision of a fisheries broadcast to serve



*During an International Plowing Match, the CBC Farm Broadcast for Ontario and Quebec originates at the fair grounds.*

the West-coast industry with the establishment of a marine report giving weather forecasts and notices to fishermen, and it is hoped eventually to develop this into a service feature similar to the Maritime broadcast.

### **Regional Farm Broadcasts**

These noonday broadcasts still remain the most popular daytime sustaining programs on the air in Canada. Both English and French programs are under constant revision to meet the needs and interests of farmers.

Information gained from a national market survey has greatly improved the market section of the broadcasts. Producer information and up-to-the-minute agricultural news are provided by commentators with background training as newsmen, agricultural specialists and farmers, who interview hundreds of practising farmers, research workers, and agricultural experts in the United States and Canada in the course of a year. Out-of-the-way areas are heard from through the reporting service arranged by commentators with local correspondents.

The noontime broadcasts on the French network — *Le Réveil rural* — included during the year 15 reports on farming in Sweden, Norway, Denmark, North Germany, Italy, France and England, giving listeners a global view of agriculture. Experts from the Confédération générale de l'agriculture, who, with a CBC representative, also had been attending the International Federation of Agricultural Producers' meeting in Stockholm, followed up with seven studies of farming and co-operation in France.

The entertainment feature of the noontime farm broadcasts takes the form of folk songs and music, for *Le Réveil rural*, and a serial-type dramatic story for the regional English broadcasts, concerning a family typical of the region served.

### **National Farm Radio Forum and Le Choc des idées**

During the tenth season of *National Farm Radio Forum*, just completed, a new technique in preparing discussion broadcasts was put into operation. Ad lib discussions of the subject are recorded in advance, and then edited by the participants. The

result has been the broadcast of a very spontaneous discussion, more pleasing to listeners and participants alike.

Of the 21 Farm Forum broadcasts, 12 were discussions, five were dramatized, one was in the form of a press conference, and another was a report of agricultural prospects by farm editors from coast to coast. Participants included 15 farm or farm organization representatives; 16 farm press and radio men; 11 technical or government officials; four officials of foreign governments or organizations and two labor-organization men. Topics discussed during the season were dealt with under the general titles *Farm Management*, *Health and Social Security*, *Marketing*, *International Problems*, and *Education*.

*Le Choe des idées*, the French network counterpart of *Farm Forum*, was made up of broadcasts for both farmers and fishermen. Topics dealt with included the conservation of forest resources, margarine versus butter, the rural school, the role of the agricultural expert, co-operation, the country doctor, development of the fishing boats, and fish inspection. Active listening groups are maintained by l'Union Catholique des cultivateurs and 19 Quebec agricultural schools.

During the summer months, the *Farm Forum* period on the Trans-Canada network is filled by *Summer Fallow*, designed to interest farm and city listeners alike in the story of Canada's agriculture. Programs, mostly dramatized, originated at several points in Canada.

### Other Programs

*Food Facts*, a weekly program directed to listeners in Ontario and Quebec, helps promote the sale of seasonal agricultural products as they come on the market. Recently a part of the time has been devoted to increasing consumer interest in fisheries products. Both the departments of Fisheries and of Agriculture assist in this service.

Programs on gardening are broadcast each week in the various regions, and are very popular.

*Ask the Weatherman*, a new national series of programs about weather, was begun in the fall of 1950. The Maritime broadcast, *Meet Your Weatherman*, is increasing in popularity. Nearly 5,000 letters were received during the last series of programs.

## Religious Programs

The CBC makes time available free of charge to all major religious denominations. Through the CBC's National Religious Advisory Council, ministers of the main denominations were invited to appear on the two Sunday Trans-Canada network services *Church of the Air* and *Religious Period*. An opportunity was given not only to the larger churches and choirs but to the ministers in smaller communities to be heard right across the country. A Roman-Catholic series of 10 broadcasts was well received, as were the shorter series on a common theme presented by each of the four main Protestant denominations.

In its second year as an important Sunday night series on the Trans-Canada network, the *National Sunday Evening Hour* attracted a great number of listeners. Clergy and lay speakers from nine provinces were heard during the year, representative of the United Church, Anglican, Baptist, Interdenominational, Presbyterian, Congregational, Lutheran, Unitarian and Christian-Science denominations, and there were also speakers from the Salvation Army and the Jewish faith. One broadcast was devoted to a documentary, *Sermon in the Stone*, describing the work of a church in a large city.

Among the regularly scheduled religious periods on the French network were



a High Mass broadcast on the first Sunday of each month from October to April, and others, broadcast to mark special occasions. Members of the clergy took part in two regular series — *Le Forum de l'heure dominicale* and *La Causerie de l'heure dominicale* — dealing with such topics as the part played by religion in various spheres of life.

Special broadcasts included the consecration of the Archbishop of Montreal in Rome, the ceremony of beatification of Marguerite Bourgeoys in Rome, and the broadcast from the Vatican of the Rosary, by His Holiness the Pope. Attempts were made to broadcast direct from St. Peter's Cathedral in Rome some of the ceremonies connected with observance of the Holy Year, but poor reception made it impossible to transmit these programs over the French network.

Special religious broadcasts on the English-language networks included the ecumenical service in Toronto attended by members of the World Council of Churches, and coverage of the proceedings of their conference. The service during the World Convention on Christian Education was also broadcast, as was a special service marking the 25th Anniversary of the United Church of Canada. There were special programs in connection with Holy Rosary Sunday and the Family Crusade conducted by the Roman Catholic faith, and to mark the Jewish Day of Atonement. *The Joyful Hour* was carried as an exchange broadcast with the Mutual Broadcasting System, and the late Archbishop Kingston broadcast a series of meditations during Holy Week.

*Morning Devotions* was heard regularly on 13 CBC stations, conducted by ministers in each community, and five minute Family Worship programs on CBW, Winnipeg, were found to be most effective. News of the Christian Church throughout the world was provided each Saturday in *World Church News*.

*The Way of the Spirit*, dramatized stories from the Bible for listeners young and old, was heard each Sunday afternoon on the Trans-Canada network for the ninth year.

## Children's Programs

Programs for children, for "out-of-school" listening, are broadcast regularly throughout the year on weekday afternoons and on Saturday and Sunday mornings. While some of the stories are dramatized, the usual technique is simple narration; and wherever possible an entertaining story is used also to inform and instruct.

Among successful weekday programs were *The New Mother Goose*, *Little Moccasin Trails*, *The Adventures of Peter Radisson*, *Maggie Muggins*, (now in its fourth year) and the *Sleepytime Storyteller*, which has had a continuous run for six years. Young actors were encouraged to take part in the *Doorway in Fairyland* stories broadcast each Saturday morning to the Trans-Canada network.

A great many original stories were used, and broadcasts originated in all regions. The most popular adventure series were *My Shipmate Jimmie*, from Halifax; *New Zealand Adventures*, from Winnipeg; *The Adventures of Captain Dick* and *Treasure Island*, from Montreal.

*Yvan l'intrépide*, a daily serial for French-speaking children, continued a successful run with more than 24,000 children registered in the Yvan l'intrépide "club". The CBC Stamp Club, formed in association with a program broadcast Saturday mornings on the Trans-Canada network, now has 11,000 members and is the largest stamp club of its kind in the world. A small booklet on stamp collecting has been made available to listeners in connection with the program. *The Answer Man*, also a Saturday morning feature, has a large following among young listeners and adults as well. Saturday morning features for French-speaking listeners include *Les Plus beaux contes et Les Plus belles légendes du monde*, acquainting children with tales and legends of other countries; *La Boîte à musique*, made up of recorded music for the very young; and

*Tante Lucille*, comprising an original story for children and a contest in which the winners receive books as prizes.

The perennially popular *Just Mary Stories and Folk Songs for Young Folk*, were broadcast Sundays on Trans-Canada, and *Cuckoo Clock House* was again a Sunday feature on Dominion.

Summer programs included *Heroes of Faith*, the story of early figures in the Church, *Favorite Stories*, and *Frosia Tells a Story*. Two programs from the BBC Transcription Service were *Winnie the Pooh* and *The Adventures of Robin Hood*. Recordings of stories, music and song, were blended in the series *Calling All Children*, broadcast each week from Ottawa.

Special programs were broadcast on all networks during the Christmas season. Trans-Canada presented a Christmas Party broadcast, in which young listeners were able to hear all their favorite story tellers in one program.



Close harmony by the barbershop quartet is a popular feature of "*From Leicester Square to Old Broadway*", from Vancouver.

## Variety and Comedy

Many of the old favorites in the variety and comedy field continued on the networks during the year, and there were several innovations as well. As an early evening program on Trans-Canada, the *Sunshine Society* has been heard twice a week for several months, and it is planned to increase this to four times a week by regular contributions, under the same title and with the same general style, from Vancouver, Winnipeg and Montreal, as well as Toronto. Another successful experiment on Trans-Canada in the early evening, five nights a week, was *The Rawhide Show*, handled by staff announcer Max Ferguson as "Rawhide" and as the impersonator of all other characters as well. His blend of dramatic satire and unusual recorded music programs attracted many listeners.

*Let's Go Square Dancing*, originating in the Winnipeg studios, gave some enter-



taining tuition to those attracted to the current interest in square dancing. Vancouver studios initiated *Variety Time* and introduced in this way 22 new performers and novelty acts in the Vancouver area. This show was put on before audiences in community-centre halls.

*Soirée à Québec*° returned to the French network this season as a sponsored program. It has been a favorite for several years, originating on Dufferin Terrace in Quebec City, and presenting a lively half-hour of the folk songs and dances of French Canada. *Quelles nouvelles*°, and *Radio-Carabin*°, featuring Canadian and internationally-known guest artists, were also heard again this season.

Since its inception early in 1950, the Trans-Canada network Sunday evening one-hour variety program, *Startime*, has featured more than 180 professional Canadian artists. After originating in Toronto during the winter season, the series was moved to Vancouver, Winnipeg and Montreal during the summer months, returning to Toronto in the fall. *Startime* presented a cross-section of Canada's leading talent in the musical field, and was a popular Sunday night feature.

From *Leicester Square to Old Broadway* continued its popular run from the Vancouver studios, reviving the tunes of the music hall days; Edmonton's *Alberta Ranch House*, Winnipeg's *Prairie Schooner*, the BBC Transcription Service program *Variety Bandbox*, and a series from Toronto called *Corn Roast* were also broadcast for Trans-Canada listeners during the evening hours. Other variety programs on Trans-Canada were *Canadian Cavalcade*°, *The Breakfast Club*°, *The Happy Gang*°, (its French network counterpart was known as *Les Joyeux troubadours*°) *Musical Kitchen*°, *Singalong*°, and the *Arthur Godfrey*° program.

The *Wayne and Shuster Show*° was again a popular Thursday night feature. Other Trans-Canada comedy programs were *Fibber McGee and Molly*°, *Life with Luigi*°, and *My Favorite Husband*°.

Variety and comedy programs on the Dominion network included many old favorites back for a new season: *The Aldrich Family*°, *Our Miss Brooks*°, *Amos 'n' Andy*°, the *Edgar Bergen Show*°, *My Friend Irma*°, *The Great Gildersleeve*°, *Beulah*°, and the *Roy Rogers' Show*°. New programs among American shows in this field were the *Dennis Day Show*°, the *Steve Allen Show*°, and the *Judy Canova Show*°. Among Canadian productions on the Dominion network were *The Voice of the Army*°, sponsored by the Department of National Defence, which produced a program on the French network called *Coups de clairon*°.

*Let's Play Bridge* continued to attract widespread attention among bridge fans both in Canada and the United States, as evidenced by audience mail and requests for the printed bridge hands to be played.

## Sports

Through CBC stations and networks sports fans receive a wide variety of actuality broadcasts, commentaries and up-to-date sports news. Scores are heard regularly after the regional news bulletins, and sports commentaries are also broadcast regionally as well as nationally. A new development during the year has been *CBC Sports Roundup*, a Saturday night feature on the Dominion network, which picks up sports reporters at various points across the country for a cross-section of Canadian sports activity.

In addition to the commercially-sponsored network broadcasts of NHL Hockey, the Eastern and Dominion football finals, and the Macdonald Brier Bonspiel there was a fairly complete program of sustaining feature broadcasts covering curling, football, golf, horse racing, power boat racing, rowing, soccer, tennis, and track and

field events. Many of these were heard as part of the Trans-Canada network feature, *Saturday Magazine*.

Outstanding among sustaining sports broadcasts was the coverage of the Canadian Amateur and Open Golf Tournaments, at Saskatchewan and Montreal. Summaries of each preliminary day's play were carried, and on the final days, commentators followed the play around the course and broadcast running descriptions by means of portable shortwave transmitters. Other features included the Canadian High School Bouspiel at Revelstoke; the reception to the Grey Cup Teams at Toronto, the Harris worth Trophy races at Detroit; the Royal Canadian Henley Regatta at Port Dalhousie, the Dominion Day Regatta at Toronto; the Dominion Tennis Championships at Quebec; track and field events at London and Hamilton; and, from Glasgow and London, England, the England vs. Scotland soccer match and the Cup Final.

Coverage of Canadian turf events took in the "classics" — the King's Plate, the Bryan and O'Hara Handicap, the Prince of Wales' Plate, the Quebec King's Plate, the Coronation Stakes and the Cup and Saucer. By arrangement with the BBC, CBC also carried a running description of the English Derby.

Local or regional coverage was given to sports events of less widespread interest; for example, a match between the touring Manchester United soccer team, from England, and an Ontario team at Toronto; the Pacific Northwest and British Columbia Amateur and Open Golf Tournaments; and the Ontario High School Bouspiel.

Some of the American classics were broadcast on the Dominion network — the Kentucky Derby°, the Preakness°, and the Belmont Stakes°, Dominion listeners also heard championship fights° from Madison Square Garden, in New York.

World Series baseball games° were broadcast on the Dominion and French networks. A number of other commercially-sponsored sports broadcasts were carried on French and English subsidiary hook-ups.

## **Sports College**

The CBC's weekly *Sports College* programs, broadcast on the Trans-Canada network on Saturdays, will by July 1951 have been on the air seven years without a break. Sports College, originated and directed by Lloyd Percival, is a non-profit public service project, with the objective of bringing to young Canadians information and advice on all phases of sport, health and physical training. Membership is free, and to date is around the half million mark, with correspondence averaging close to 5,000 letters a week.

The broadcasts take the form of a weekly session with Sports College members, and, in addition to providing direct information and instruction on a wide variety of sports topics, they bring to the microphone at frequent intervals famous athletes, trainers, coaches and Sports College members who have achieved outstanding success in their fields.

Sports College services include a personal mail department for individual problems, printed "playbetter" booklets on all lines of athletic endeavor, and Lloyd Percival's 320-page *Hockey Handbook*, published in 1950, and the first comprehensive book ever written about ice hockey.

Through its regular broadcasts, Sports College has in seven years become an important factor in making Canada a healthier nation.

## **Quiz Programs**

The "old favorites" among quiz programs were back for another season — *Share the Wealth*° on Trans-Canada, *Treasure Trail*° on Dominion, and *Qui suis-je?*° on the French network. *What's Your Beef?*° was again a popular Trans-Canada feature five



*Participants in the quiz, "Now I Ask You", broadcast weekly to the Trans-Canada network.*

mornings a week, and *Twenty Questions*°, a radio version of the old parlor game, was broadcast Saturdays on Dominion.

*Now I Ask You*, in which questions sent in by listeners are tested on a panel of regulars and guests, was heard on the Trans-Canada network, and during the year the International Service quiz program, *What's the Answer?* was broadcast on Dominion. Another popular Dominion network feature was *Court of Opinions*, in which a panel of regular members and guests expressed their views on subjects raised by questions from listeners. *Match*, from Quebec City, is broadcast on Sunday evening on the French network. A half-hour program, it gives two three-member teams a chance to compete, with the winning team remaining on the show until defeated.

## Use of Talent

During the year, the national service of the CBC paid approximately \$1,760,000 to musicians, singers and actors across Canada in performance fees. Canadian writers were paid some \$215,000, for plays, and the writing of other scripts for broadcast. Approximately \$105,000 was paid for copying and arranging music, for performance rights, and for the writing of incidental music by Canadian composers. About \$60,000 of the performance fee payments went to the major Canadian symphony orchestra organizations for broadcast rights. These significant expenditures for Canadian talent were for non-commercial broadcasts only, and represent an important and two-fold contribution to Canadian artistic life; support of Canadian artists, and the provision of "live" Canadian programs for the listening audience. Payments for performance rights for music controlled by the Composers, Authors and Publishers Association, and BMI Canada Limited totalled \$168,000.

The *Opportunity Knocks* program, the CBC's most extensive effort to encourage and develop talent, began its 12th series on the Dominion network last September,

originating from the stage of Shea's theatre in Toronto. Each performer is paid a professional fee, with the most popular artist each week being given a return engagement, and a chance to compete in semi-final broadcasts. The grand prize is regular appearance on a CBC network program series.

The winner of series 12 was a new Canadian — Joseph Ranier, a Roumanian opera singer who since his arrival in Canada had been working in a chair factory. Fernand Martel, a Montreal baritone, was the winner in series 13, which was broadcast from a Montreal theatre. Both artists will appear in a summer series to be known as *Opportunity Winners*.

A new feature of the series this season was the commissioning of brief pieces of original music. The award-winning composition in series 12 was *Caprice*, written by Walter Kaufmann, conductor of the Winnipeg Symphony Orchestra. Two compositions won Series 13: *Caricature*, by Harry Freedman, and *Fancy Free*, by Johnny Burt.

The two series together presented 80 artists of one kind or another, and 510 would-be participants were auditioned.

For the third consecutive year, the French network carried the talent competition series *Nos Futures étoiles*, open to all Canadian singers under 30 years of age. This year, there were 784 applications, compared to 626 for the first year and 692 for the second year. More than 100 of the 784 applications received this year were from points outside Quebec.

This year's winners were soprano Constance Lambert of Macamic, and baritone James Milligan of Halifax. Each was given a cash prize of \$500 and a 26-week engagement on the French network. Five provinces were represented in the 10 semi-finalists.

*Singing Stars of Tomorrow*<sup>o</sup> was again a sponsored feature of the Trans-Canada network, this year's competition — and a \$1,000 award — being won by June Kowalchuk, Regina-born soprano who has appeared in several CBC Opera Company productions. On the French network, *Les Talents de chez nous*<sup>o</sup> provided cash awards for amateur talent.

Auditions for would-be actors, singers, musicians, and announcers are held regularly at the main CBC production centres across Canada, and of those found ready for work many are subsequently used on local, regional or national network programs. New talent is assisted in many ways: in Vancouver, for example, a course in radio acting was held for a group of students from the University Radio Society, and several of them developed to a point where they were used in drama programs.

## Special Programs

CBC facilities were used throughout the year to promote the work of many national, provincial and local charitable and philanthropic organizations, and in several instances this support took the form of network feature broadcasts with the Corporation bearing the cost of the program.

There were hour-long programs in support of the Canadian Foundation for Poliomyelitis and the Salvation Army; the Society for Crippled Children and — perhaps most noteworthy in terms of talent and production — the co-operative rally staged in Maple Leaf Gardens in Toronto in support of the Manitoba Flood Relief Committee. This program, for which several outstanding figures from the American entertainment world appeared with some of Canada's top radio talent, was heard throughout Canada and on three networks in the United States as well.

Broadcasts were created for the Canadian Council of the Blind; the March of



Dimes; the I.O.D.E.; the Toronto Hospital for Sick Children; la Jeunesse ouvrière catholique; l'Institut national canadien des aveugles; Health League of Canada; St. John Ambulance Association; Canadian Cancer Society; United Jewish Appeal; Welfare Council of Canada; les Fédérations des oeuvres de charité, Canadian Red Cross, and many other organizations. During the many "weeks" marked for special purposes, such as Children's Book Week, Education Week, Brotherhood Week, etc., full co-operation was given to the organizations concerned, in bringing their story to Canadian listeners.

The Corporation decides the most effective way these campaigns can be supported — whether by announcements, talks, music or feature broadcasts — and its contributions include the cost of network lines, studio and technical personnel, music, writers, musicians and production.

One of the earliest public service programs to be broadcast in Canada — CBC *Northern Messenger* — was again broadcast last year, by standard band as well as shortwave transmitters, carrying messages to Canadians in the far north.

## International Radio Relations

Program series and individual programs were exchanged during the year with the United States, Britain, Australia, the Netherlands, Germany, New Zealand, South Africa, France, Italy, Uruguay, and Switzerland. On the other hand, an increasing number of requests were received from radio stations in the United States for news broadcasts and music and drama series. There was a considerable interchange of originations between CBC and individual American stations, made up mainly of farm broadcast reports, women's talks, special speakers, and news reports. The special recording fees involved in the production of music and drama programs for such purposes makes the cost prohibitive. However, three performances by the CBC Opera Company on the Wednesday Night Program — *Così fan tutte*, *Albert Herring* and *Turandot*, — were carried by line to station WNYC in New York, which broadcast them in their entirety.

Apart from individual station arrangements, programs are exchanged regularly with American networks. An example is the series *Les Petites symphonies*, broadcast on the French and Trans-Canada networks, and also carried by the Mutual Broadcasting System in the United States. Two Korean war roundup broadcasts, arranged in co-operation with MBS, and which linked New York, Toronto and Tokyo, are further examples. The Manitoba Flood Relief Program, as reported elsewhere, was carried by both Mutual and the American Broadcasting Company, and two smaller networks in the United States. On Christmas Day the CBC originated a special program at Fort Lewis, Washington, using Canadian talent from Vancouver. During the meetings in Toronto of the World Council of Churches and the Conference on Religious Education, special reports, forums, and commentaries were originated for American networks, the BBC, and several European and United States stations.

Programs were contributed to BBC series, and a number of BBC programs were heard in Canada on both French and English networks. The French network has also taken programs from the French, Belgian and Netherlands radio systems.



## Awards to Canadian Radio Programs for 1950

The following awards for 1950 programs were announced by the Canadian Radio Awards Committee, sponsored by the Canadian Association for Adult Education. These annual awards were instituted by the Association in order to "call attention to the valuable work being done in radio; to recognize Canadian creative talent, and to raise the general standards of radio broadcasting".

### CANDIAN RADIO AWARDS

#### Music

**First Award**—*Les Petites symphonies*, conducted by Roland Leduc; produced for the CBC French network by Albert Chamberland; also heard on CBC Trans-Canada.

**Honorable Mention**—*Rythmes de Paris*, produced by Marcel Henry for the CBC French network; also heard (currently) on CBC Trans-Canada.

#### Drama

**First Award**—*Le Meurtre dans le cathédrale* by T. S. Eliot; produced by Raymond David for the CBC French network's *Théâtre de Radio-Collège*. Translated by Henri Fluchère, adapted by Paul Clos; featuring Jean-Louis Paris as Becket.

**Honorable Mention**—*Willie the Squowse* by Ted Allan; produced by Andrew Allan for Stage 51.

**Honorable Mention**—*The Bridge* by Joseph Schull; produced by J. Frank Willis for CBC Wednesday Night.

#### Variety

**First Award**—*The Wayne and Shuster Show* produced by Jackie Rae; heard on CBC Trans-Canada.

**Honorable Mention**—*The Happy Gang* starring Bert Pearl; heard on CBC Trans-Canada.

#### Talks and Commentary

**First Award**—*Religious Poetry* of T. S. Eliot, a talk by Lister Sinclair on CBC Wednesday Night, produced by Robert Weaver.

**First Award**—*United Nations Documentary*, a special half-hour program from Lake Success (November 28th, 1950) with narration by Bernard Trotter and commentary by Peter Stursberg; on CBC Trans-Canada.

**Honorable Mention**—*In the Name of Justice*, a series written by Weldon Hanbury and produced by Ross McLean for CBC Dominion.

**Honorable Mention**—*CBC News Roundup*, produced by P. F. Carscallen and J. G. Murphy for CBC Trans-Canada.

**Honorable Mention**—*Capital Report* (January 1st, 1950), produced by Marjorie McEnaney and Stephen Dale for CBC Trans-Canada.

#### Social and Public Issues

**First Award**—*A Case for the Arbitrator*, written by George Salverson and produced by Eugene Hallman for the program *Cross Section*, on CBC Dominion.

**Honorable Mention**—*Life with the Robinsons*, a series written by Ted Allan and produced by Esse W. Ljungh for CBC Dominion.

**Honorable Mention**—*Close-up of Newfoundland*, written by Roy Wolfe and produced by Helen James and Eugene Hallman for *Cross Section*.

#### Children's Programs

**First Award**—*Les plus beaux contes et Les plus belles légendes du monde*, for a program called *Scrooge* adapted from Charles Dickens by Andre Audet; produced by Noel Gauvin for the CBC French network.

**First Award**—*The Case of the Flying Beaver*, written by Rita Greer and directed by Robert Allen and P. J. Kitley for the British Columbia School Broadcasts; heard on a regional CBC network.

**First Award**—*Folk Songs for Young Folk* presented by Alan Mills; produced by Donald McGill for CBC Trans-Canada.

**First Award**—*Cuckoo Clock House*, written by Mrs. Babs Brown and produced by Norbert Bauman for CBC Dominion.

**Honorable Mention**—*Once Upon a Reindeer*, a Christmas night program written by Rita Greer and produced by Robert Allen for CBC Trans-Canada.

#### Special Features

**First Award**—*The Ballad of the Frank Slide*, by Robert Gard; from the series *Songs of the Minstrels* featuring Ed McCurdy and produced by J. Frank Willis for CBC Dominion.

**First Award**—*1900-1950*, a series of five features written by Lister Sinclair and produced by J. Frank Willis for CBC Trans-Canada.

**First Award**—*Startime*, produced by John Kanna-win for CBC Trans-Canada.

Honorable Mention—*Canadian Quill*, a CBC International Service program produced by Kenneth Brown, dramatizing excerpts from Canadian literature.

Honorable Mention—*Rawhide*, one-man show of announcer Max Ferguson, heard on CBC Trans-Canada.

Honorable Mention—*National Farm Radio Forum*, produced by A. R. Kemp and A. K. Morrow for CBC Trans-Canada.

Honorable Mention—*Christmas in Korea*, produced by Robert Taylor for station CKMR, Newcastle, New Brunswick.

Honorable Mention—*It Could Be Verse*, written by Ross McLean for a regional CBC network.

#### COMMUNITY PROGRAMS

##### Community Service

First Award—*Joe Fortes, Builder of British Columbia*, written by Dick Diespecker for station CJOR, Vancouver.

Honorable Mention—*Safety Clinic*, written by Bob Kesten and produced by Reid Forsee for station CIBC, Toronto.

Honorable Mention—*The High Cost of Milk*, directed and narrated by Gord Aiken for station CKBB, Barrie, Ontario.

##### Music

First Award—*Concert Corner*, written and produced by Alan Hood for station CKUA, Edmonton.  
Honorable Mention—*Your Children Sing*, produced by G. J. Redmond for station CHNS, Halifax.

##### Drama

First Award—*Le Naif*, written by Lomer Gouin and produced by Berthe Lavoie Fortin on station CBF, Montreal.

Honorable Mention—*Des Lapins*, from the series *Petit théâtre de l'humour*, produced by Fernand Biondi for station CKAC, Montreal.

##### Variety

First Award—*Roll Back the Years*, produced, written and announced by Ed Manning for station CKCR, Kitchener (now heard on Trans-Canada, 7.30 p.m. Saturdays).

Honorable Mention—*The Howard Manning Show*, written and produced by and featuring Howard Manning, on station CKEY, Toronto.

#### Awards from

### AMERICAN EXHIBITION OF EDUCATIONAL RADIO PROGRAMS

held at Ohio State University

This year, for the first time, the Institute for Education by Radio at Ohio State University, decided to limit its awards to regional or local programs, excluding both American and Canadian national network programs which it had judged in previous years. In announcing the change, the Institute recommended that Canadian programs should be considered by other United States agencies giving awards to national network programs. Canadian programs, it said, "frequently illustrate superb quality in both content and production and provide wholesome competition to American networks". Canadian programs given awards for 1950:

##### Regional Programs

First Award—*The Seven Joys of Mary*, an Easter program produced at Vancouver by Robert Allen.

First Award—*Health Highways*, written by Rita Greer and produced by Robert Allen at Vancouver in co-operation with the departments of education of the four western provinces.

First Award—*Listening Is Fun*, another Western Canada schools broadcast, written by Magdeline

Barton and produced by Norman Campbell at Vancouver.

##### Local Programs

Honorable Mention—*Reports on Rome Holy Year Ceremonies*, produced by station CKAC, Montreal.

Honorable Mention—*Farmer Co-operator*, a transcribed program issued by the Bureau of Publications, Government of Saskatchewan.

#### Furthering International Understanding

Under this heading, the Institute gave honorable mention to the CBC International Service for its program *Canadian Primer*, the *ABC of Canada*, cited for "the courage to approach international problems with spriteliness and humor; for bringing to bear the best of radio techniques in this area (furthering international understanding) and refusing to allow its mood to be weighted down by the challenge of international relations".

#### LAFLECHE TROPHY

##### Non-Commercial:

*Chansonniers Canadiens*, produced by station CKVL, Verdun.

##### Commercial

*Le Théâtre Lyrique*, produced by Armand Plante, for CBC French network.

# Technical Development

Technical facilities of the National Service were further expanded during the year, and antenna facilities of the International Service at Sackville were improved. Two transmitter projects were completed and another is scheduled for completion early this summer: work on the Radio Canada Building continued according to schedule, the installation of more repeater-type transmitters was begun in British Columbia and Ontario; and tape recording and reproducing equipment was installed at several points with the prospect of effecting further savings in recording costs.

## Construction

At Windsor, Ontario, construction of the transmitter building for station CBE and the installation of the transmitter, its associated equipment and the directional antenna system were completed. With the provision of studio and office space in the Security Building, the new station commenced operations on July 1st, 1950, on a frequency of 1550 Kc/s and at a power of 10 kw.

At Mariville, Quebec, the transmitter building of station CBM, Montreal, was enlarged, and a new 50 kw. transmitter was installed to replace the former 5 kw. unit. The new transmitter went into operation on September 24th, 1950. A similar project was completed at Vancouver, with the installation of a new 10 kw. transmitter to replace the former 5 kw. unit. A new directional antenna system was installed at the transmitter site. It was intended originally to operate the new transmitter on the same frequency as at present, but final approvals are being sought for transferring CBR to the 690 Kc/s channel. Since the North American Regional Broadcasting Conference, held from September 6th to November 15th, 1950, Canada can now operate more than one station on clear channels for which Canada has Channel 1-A rights. A change to 690 Kc/s for CBR will improve the station's coverage.

To cope with an increasing studio load at Vancouver, space was leased until April, 30th, 1951, in a building near the main studios in the Vancouver Hotel, and negotiations to renew the lease on a long term basis are under way.

To improve reception in British Columbia, beyond the range of CBR (and of any Canadian station), wire lines between Prince George and Prince Rupert were leased from the Dominion Government Telegraphs, and work was commenced on the installation of low-power repeater-type transmitters at Vanderhoof, Burns Lake, Smithers, Hazelton and Terrace. All these additional repeater-type transmitters for British Columbia are expected to be in operation by early summer.

Work was begun also on the installation of four more repeater-type transmitters for northern Ontario, at Marathon, Schreiber, White River, and Atikokan, along the C.P.R. line. These should be in operation toward the end of April.

Suitable studio accommodation is being sought in St. John's, because the present leased space in the Newfoundland Hotel is required by the owners.

At Sackville, the wooden poles supporting the medium gain antenna arrays which supply service to South America, the West Indies, South Africa and the Pacific Area, were found to be rotting, and were replaced by steel towers. The antenna system was erected during the last war, when steel was not available for this purpose.

The conversion of the former Ford Hotel to the Radio Canada Building, in Montreal, was almost completed during the year, and the official opening date of the building has been set for May 18th. The remainder of the International Service staff moved from the Crescent Street studios to the Radio Canada Building on April 29th, 1950, and as of that date all International Service programs were originated from studios in the new building. All National Service program originations from Montreal were made from the Radio Canada Building as of the end of September, when remaining



personnel at the King's Hall location were moved. The television wing of the Radio Canada Building is still under construction.

A cafeteria has been located on the second and third floors of the west annex to the Radio Canada Building, and is operated on a concession basis.

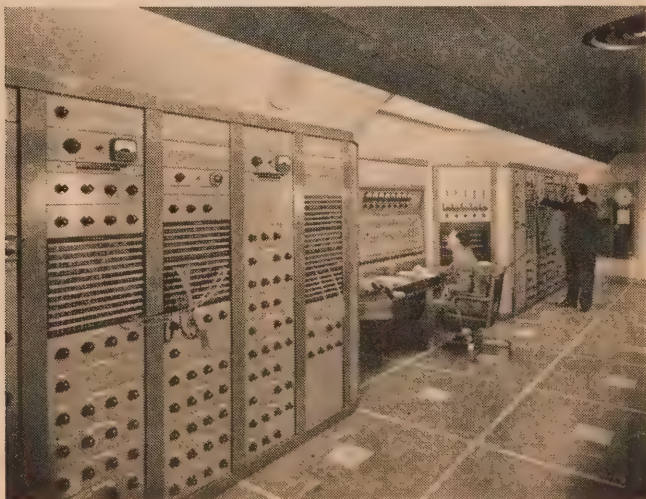
### **New Equipment**

Master Control and recording facilities at Winnipeg were improved by the installation of additional equipment, and three more tape recorder-reproducers were added to the three tape recording channels installed last year. The initial tape installation not only provided a higher quality of recording but made it possible to reduce recording costs. The additional tape channels should result in further economies. Three channels of tape recording equipment were installed at Toronto, two channels were installed at Vancouver, and portable tape recording equipment has been obtained for Quebec studios.



*Left: One of the large studios in the Radio Canada Building.*

*Below: The Master Control board, the only one of its kind in North America, which can handle 5 transmitters, 8 outgoing networks, 7 incoming networks, and 26 studios.*



## General

Two periods of emergency operation occurred during the year, at Hornby, Ontario, and Winnipeg. At Hornby, a crack was discovered in the porcelain base insulator supporting the 647-foot steel antenna tower for CBL and CJBK. If the insulator had cracked completely, the tower would have fallen. As a new base insulator could not be obtained for two months, the tower was shored up; and to ensure continuous service in the event of complete collapse of the tower, an emergency antenna for CBL was erected at Hornby. An emergency transmitter and antenna were installed at the studio location in Toronto, for CJBK. These emergency installations were not required, as it was found possible to jack up the tower at Hornby and replace the base insulator successfully.

In Winnipeg, normal operations were severely disrupted during the disastrous floods of May 1950. Station CBW remained on 24-hour operations during the state of emergency. (See detailed report on Page 9.)

At station CBE, Windsor, tape recording equipment located at the transmitter is used for the broadcasting of station calls between programs, and this method of operation has proven to be satisfactory. It is felt that similar installations could result in a saving of personnel at other locations, and a survey of the possibilities is being made.

## International Conferences

The International High Frequency Broadcasting Conference was resumed in Italy on April 1st, and the CBC was represented by having technical advisers attached to the Canadian delegation. This conference was in session until August 19th. The North American Regional Broadcasting Conference was reconvened in Washington on September 6th, 1950, and was adjourned on November 15th. Again, the CBC was represented by having a delegate and technical advisers with the Canadian delegation. During the year, the Corporation was represented at various other technical meetings and conventions held in Canada and the United States.

# Commercial Operations

Commercial revenue increased by about five per cent over the figures shown in the last annual report.

During the year three private stations were added to the Corporation's networks and participated in commercial earnings — CJDC, Dawson Creek, was added to the Trans-Canada network, CKFI, Fort Frances, to the Dominion network, and CKLS, La Sarre, to the French network. CBE, Windsor — a CBC station — was added to the Trans-Canada network.

Approximately 60 per cent of the sponsored programs scheduled to the Trans-Canada, Dominion and French networks were of Canadian origin. The remainder originated with American networks.

The Commercial Acceptance Department continued to review for general good taste the program scripts and advertising copy of all sponsored network programs originating in Canada — at Toronto, for the English networks, and in Montreal for the French network. When necessary, such review was extended to network programs originating in the United States, although normally the acceptance departments of American networks act for the Corporation in this regard. Close liaison was maintained with the American networks with respect to program standards and policies.

During the year, the CBC authorized 36 provincial subsidiary hookups of two or more stations for series of programs sponsored by various advertisers. They originated at the following points: Toronto (6), London (1), Saskatoon (1), Edmon-



ton (1), Regina (1), Vancouver (1), Halifax (1), Calgary (1), Montreal (21), Quebec (2). In addition, a number of subsidiary hookups were set up by the Corporation for the broadcasting of sponsored sports events, mainly hockey and football.

On behalf of private stations, the CBC authorized subsidiary hookups for series of non-sponsored programs, 21 originating at Montreal and four at Quebec City.

## Station Relations

Again this year the Corporation was represented at the annual conferences of the Canadian Association of Broadcasters and the Western Association of Broadcasters by the Director of Station Relations. Through attendance at these conferences it was possible to discuss mutual problems collectively and individually with affiliated station representatives.

Meetings with network stations were planned for this year, but unfortunately again had to be delayed. Through correspondence and personal contact continued liaison was maintained and problems relating to network stations were dealt with in this way.

### The Networks

The three CBC networks — Trans-Canada, Dominion and French — have three classes of affiliates — basic, supplementary “A” and supplementary “B”. Privately-owned basic stations have available all network sustaining and commercial service and are required to reserve certain periods for sustaining network programs. The Corporation maintains network lines and station connections. Supplementary “A” privately-owned stations have available unrestricted network sustaining service and the stations may also be added for commercial network programs upon request of sponsors. Network lines and station connections are arranged by negotiation. A portion of basic reserved time is observed by these stations. Supplementary “B” privately-owned stations have no sustaining service available to them but they may be added to the network commercial programs upon request of the sponsor. Network lines and station connection are effected as required and are payable by sponsors. Private stations in all classes are paid by the CBC for commercial network service they carry, on the basis of a network card rate. The Corporation connects all privately-owned broadcasting stations to its national network for broadcasts of national importance.

The table below shows the number of stations connected to the three networks, at March 31st, 1951:

NETWORK	BASIC		SUPP. “A”		SUPP. “B”	
	CBC	PRIVATE	CBC	PRIVATE	PRIVATE	TOTAL
TRANS-CANADA	11	13	5	10	3	42
DOMINION	1	30	..	7	10	48
FRENCH	3	..	..	12	..	15
	<u>15</u>	<u>43</u>	<u>5</u>	<u>29</u>	<u>13</u>	<u>105</u>

The 105 CBC and privately-owned stations affiliated to the networks, as well as the 49 not affiliated, (making a total of 154 stations), are shown on the network map on the inside back cover.

The administration of the "reserved time" schedule for both English and French networks continued as a function of the Station Relations Division. Planned on a program basis, reserved time is designed to give full network coverage to the more outstanding programs presented on the Trans-Canada, Dominion and French networks. This Division also acts as liaison between the Program and Commercial divisions in the matter of releasing stations from network commitments for broadcasts of local significance or for other reasons.

The Division maintains the daily logs of all Canadian stations and issues semi-annually a distribution report showing the stations carrying network programs for the period of one week. This information is taken from the station logs.

### **Program Statistics**

(See also charts, pp. 12, 13, 22.)

During the year the greatest volume of network broadcasting in Canada to date was presented to Canadian listeners. A total of 74,231 programs representing 23,862 hours were broadcast over the Trans-Canada, Dominion and French networks. While non-commercial network service continued to occupy by far the greater portion of each network's schedule, commercial service shows a slight increase over the previous year. Of the total broadcasting hours, 78.2 per cent was non-commercial service. The remaining 21.8 per cent was made up of sponsored broadcasts.

The Trans-Canada network carried 68.3 per cent of the year's broadcasting hours; the French network 22.3 per cent, and the Dominion network 9.4 per cent. Seventeen programs totalling seven hours and 25 minutes were broadcast on the National network, which is a combination of the two English networks and the French network. An increase in alternative listening available from the Dominion network is shown for the period, with 2,253 hours scheduled.

The 23,862 hours of broadcasting includes all program originations, national and regional, directed to the three networks, and to the National network. It includes each origination of those programs which are produced "live" at one point, and must be recorded and rebroadcast in other regions in order that they may be heard at suitable listening times. To make possible the presentation of programs of special regional interest (the noon-hour farm broadcasts, for instance), as many as six different programs may be broadcast simultaneously in different regions on the Trans-Canada network alone.

### **Exchange Programs**

Exchange service from the BBC and the American networks for the year totalled 3,446 hours of broadcasting. The greater portion of this programming—2,921 hours—originated with the American networks; the remaining 525 hours with the BBC.

In the United States, the Mutual network carried 108 hours of CBC programs. Two programs totalling one hour, carried by the American Broadcasting Company, brings to 109 the number of hours of CBC programming carried in the United States.

### **French Network**

More than 5,000 hours of program service were broadcast exclusively by the French network. In addition, the French network carried 321 hours from either the Trans-Canada or Dominion networks.

### **Subsidiary Hookups**

More than 2,800 programs representing 1,386 hours were broadcast on subsidiary hookups; 755 hours for French language programs in Quebec, and 631 in English for the rest of Canada.

# Broadcast Regulations

There were no changes in CBC Regulations for Broadcasting Stations during the past year.

Periodic surveys were made during the year to determine whether all stations were observing regulations, but the Broadcast Regulations Division is dependent mainly on the honor system in the enforcement of the regulations.

This year's "Report of Performance" was based on the week of October 1st. An analysis of the information contained in the reports from all stations was submitted and considered by the Board of Governors with regard to recommendations concerning the renewal of licences.

## Press and Information Services

Operating both on a national and regional basis, the Press and Information Division issues information about programs and CBC operations through the regional editions of *CBC Times*, and through news and picture releases, folders, and microphone publicity, and provides special services to various media.

*CBC Times* is now published in three editions — Eastern, Prairie and Pacific, and *La Semaine à Radio-Canada* serves the French network in the same way. These weekly publications, containing complete CBC program schedules for their areas, are issued free to newspapers, trade magazines, agencies and affiliated stations, and are made available to individual listeners on a subscription basis. A special service of program listings is supplied to newspapers using such listings. Pictures in the form of plastic stereotypes, ready for use, are issued nationally and regionally, on a regular basis, to weekly newspapers, and are widely used. Matrices are supplied when stereotypes are not acceptable, and glossy pictures of artists or aspects of radio operations are made available to magazines and other publications upon request.

A variety of printed matter is issued each year in English and French, mainly as extension material supplementing the programs concerned. Thirty thousand copies of *Young Canada Listens*, the CBC's school broadcast manual, were distributed to teachers through provincial departments of education, and a somewhat similar booklet publicized the productions of *Radio-Collège*. Other printed matter issued during the year dealt with such program series as *Citizens' Forum*, *Les Idées en marche*, *Le Choc des idées*, *National Farm Radio Forum* and two series on mental health. It has been decided to discontinue the Wednesday Night program folder because of rising costs.

A service of news releases covering all fields of CBC activity is provided to news agencies, daily and weekly papers, trade magazines, and other publications, and to radio columnists.

Microphone publicity is used extensively to keep listeners informed of forthcoming programs. In Vancouver, the Press and Information Division provides a daily 5-minute program review. A daily 15-minute program of this type is provided for the French network.

The Division also handles the majority of telephone calls from the public, conducts studio tours, and meets the requests of groups, such as Home and School bodies, for special information. Two main reference libraries are maintained for use by other divisions and to meet outside requests. Press and Information also handles book and periodical purchases for all divisions.

A limited amount of direct advertising for special programs or series is planned during the year, and displays and exhibits are arranged for such events as the Maritime Winter Fair, the International Plowing Match, the Royal Winter Fair, and the Brandon Fair.

# TELEVISION

Construction of the television building for Toronto is underway, adjacent to the CBC facilities on Jarvis Street, and work on the television wing of the Radio Canada Building in Montreal is well advanced. Detailed planning and engineering for the two stations was started early in 1950 and carried along simultaneously with the intention of having both stations completed at the same time. Shortages of materials have delayed the work in Toronto to a considerable extent. Approval for the erection of a transmitter building and tower on Mount Royal, in Montreal, has now been obtained, and unless there is further difficulty in obtaining materials, it is expected that the first experimental television broadcasts from Montreal will be viewed about one year from the turning of the sod.

CBC architects have designed the transmitter building and the tower in keeping with the natural beauty of the mountain. The building will be in chalet style with a basement and one story, and will house the TV transmitter and two FM transmitters, located for several years on top of the Keefer Building. The transmitter tower, which will be slightly less than 300 feet high, will stand on a base 40 feet square.

For Toronto, the transmitter will be incorporated in the studio building, with the required 500-foot tower adjacent to it. Both the Toronto and Montreal stations are being supplied with kine-recording equipment, which will record television programs on motion picture film. This will permit the exchange of programs between the two cities, thus effecting economies in production costs.

On the basis of the best tenders received, studio equipment and mobile units for both locations have been ordered and are being built in Britain. The studio equipment includes camera chains, control and test gear, and accessories to equip two "live" studios, one film projection unit, and a master control at each point. Each of the mobile units is equipped with three cameras, a low-powered microwave transmitter and associated receiver for relaying programs back to the main transmitter from locations outside the studios. All equipment in the mobile units is portable so that it may be set up inside the studios if necessary.

During July, the CBC engineering division assisted the Department of Transport in conducting a survey in southern Ontario to determine the sources of interference to television reception. The CBC equipped a field truck with television equipment including two different types of receivers which were used to test the effect of various electrical appliances on the screen — commutator motors, razors, warming pads, fluorescent lights, ignition systems, and so on. The survey was conducted in the Wallaceburg area, where signals could be obtained from channels 2, 4 and 7 from Detroit, and in the Picton area where signals from channel 6 in Rochester and channel 5 in Syracuse were available. Results of the survey will be studied by the Department of Transport and the Canadian Standards Association, and manufacturers of electrical equipment may be approached and asked to co-operate in the manufacture of appliances offering minimum interference to television reception.

## Training and Program Plans

Tentative program schedules have been arranged and are being used as a basis for the planning of technical facilities and personnel requirements. Complete instruction and rehearsal schedules have been drawn up covering the technical and program aspects of television and the staff for the two television stations will go through an intensive training period prior to the inauguration of television broadcasting. In the TV film departments, staff has been screening all films of an informational type which will be available, so that a complete catalogue of useable material will be on hand.



# POLICY AND ADMINISTRATION

## Board of Governors

During the year the Board of Governors held five meetings in different cities, at which it considered the affairs of the Corporation and took decisions regarding the development and policies of the national system of broadcasting.

No changes were made in CBC regulations for broadcasting stations. In April, 1950, on behalf of the Board, the Chairman presented a further statement at the concluding hearings in Ottawa of the Royal Commission on National Development in the Arts, Letters and Sciences. In July, the Commission held hearings in St. John's, receiving a report on the Newfoundland operations of the Corporation. The report of the Commission was not available during this year.

The 1950 Special Committee on Radio Broadcasting considered the Annual Report of the Corporation, and reviewed the policies and aims of the CBC, its regulations, revenues, expenditures, and development. The Chairman, General Manager, and other officials of the Corporation appeared as witnesses and were examined at considerable length.

In October, 1950, the Board received notice that Mrs. T. W. (Mary) Sutherland had resigned after more than seven years distinguished service to Canadian radio. Mrs. M. E. Farr of Victoria, B.C., was appointed a Governor of the CBC November 1st, 1950, to replace Mrs. Sutherland. Another new Governor during the year was Mr. J. P. Tripp of Oxbow, Saskatchewan, appointed January 1st, 1951. On January 24th, 1951, Dean Adrien Pouliet was re-appointed a Governor for a three-year term.

At its public sessions during the year, the Board heard representations concerning applications for licences to establish new broadcasting stations, increases in power, and changes of frequency of existing stations, and changes in ownership. It recommended to the Licensing Authority the establishment of seven new standard band broadcasting stations, and power increases for five stations. It also recommended experimental television licences to three manufacturing firms to facilitate television development and receiver construction.

## Personnel

At March 31st, 1951, there were 1,454 employees on the permanent establishment of the Corporation. The National Service employed 1,218; the International Service 217; and the Television Service 19. This represents an increase of 79 during the year resulting mainly from the opening of CBE at Windsor, Ontario, from new foreign-language broadcasts in the International Service, and from added facilities and services required in the organization of the Radio Canada Building in Montreal.

The headquarters of the Division of Personnel and Administrative Services moved from Ottawa to Montreal in May. The local organization was changed to provide for the administration of staff and services in the Radio Canada Building. A Personnel Relations Officer and an Administrative Officer were appointed for personnel matters and administrative services.

A major problem was the orderly amalgamation of the staff from three locations into closely knit units designed to serve both the International and National Services.



The pooling of groups in Program Clearance, Central Registry, Music, Record, and Reference Libraries, switchboard and reception functions has been completed, without interruption of service.

The Pensions Committee met in January, 1951, and settled a number of questions related to the administration of the CBC Pension Plan. The financial report submitted by the Trustees of the General Reserve Fund showed total assets of \$261,661.73 as at March 31st, 1951. The present Trustees serve without remuneration, and the accounts of the Trust are audited by the Auditor General of Canada.

The insurance companies operating the CBC Group Life Insurance Plan considered the experience of 10 years of operation so favorable that a further reduction in insurance premiums was made. The companies also agreed to another extension in coverage provided 75 per cent of the staff were in favor. The following table gives the increase that was affirmed by more than three quarters of the staff, including male and female employees. The higher coverage is to take effect from April 1st, 1951, for those who so elected, and will become a condition of employment for all new employees.

<i>Those Earning</i>	<i>Amount of Insurance</i>				
	<i>Females</i>		<i>Males</i>		
	<i>From</i>	<i>To</i>	<i>From</i>	<i>To</i>	
Less than \$1,200 .....	\$1,350	\$2,000	\$2,000	\$3,000	
\$1,200 but less than \$2,000 .....	\$2,700	\$4,000	\$4,000	\$6,000	
\$2,000 but less than \$3,000 .....	\$4,050	\$6,000	\$6,000	\$9,000	
\$3,000 but less than \$4,000 ....	\$5,400	\$8,000	\$8,000	\$12,000	
\$4,000 and over .....	\$6,700	\$10,000	\$10,000	\$15,000	

The current premium rate is \$4.72 per \$1,000 of insurance. Total coverage including dependents' insurance under the Pension Plan is approximately \$10,000,000.

Some preparatory investigation was made of the means by which a single medical and hospital benefit plan could be formed to replace the many provincial medical services and Blue Cross hospital plans which now cover the majority of staff.

Owing to the rapid expansion of the Corporation and the general alteration in the economic life of the country it was decided to conduct a Job Analysis and Evaluation to analyze the work of all classified positions and to compare the salary structure, where possible, with industry, the professions and Government. Each employee under the guidance of analysts has completed a Job Description and the Analysis is nearing completion. It is expected the Plenary Committee to evaluate jobs and to propose a wage scale for submission to Management will meet in June, 1951.

The annual meeting of the National Staff Council was postponed until April, 1951, in order that the delegates could be informed as fully as possible on the techniques and course of the Job Analysis. Relations between Management and the Staff Councils continued to be cordial throughout the year.

The Director of Personnel and Administrative Services represented Management on the editorial board of Radio, the Staff Magazine. It continued to be a forum for the dissemination of information of interest to staff concerning CBC policies and operations.

# INTERNATIONAL SERVICE



# The Voice of Canada

In order to keep step with the growing tension in the world today and the increasingly important role being played by Canada in international affairs, considerable changes have taken place during the past two years in the Voice of Canada. There has been a change in emphasis in programming, and during the year under review the service has been expanded.

On February 4th, 1951, a daily service was begun to Russia. This service, like the already existing Czech Service, set before it the task of penetrating "the artificial walls of isolation and falsehood erected . . . by the various communist dictatorships". The Hon. Dana Wilgress, Canada's High Commissioner to the United Kingdom and Canadian Ambassador to Moscow from 1943 to 1946, spoke in Russian on the inaugural broadcast. He said: "In these days of international tension, ignorance and misunderstanding of other countries and peoples are exploited by the propaganda of the ruling circles of the U.S.S.R. to create fear and suspicion. We believe that one of the surest ways to mutual understanding and peace is through the free exchange of information. The Canadian people earnestly desire this exchange . . . ."

A weekly transmission to Finland was begun December 3rd, 1950.

With these two countries added to her target areas during the fiscal year, Canada now speaks in 14 languages: English, French, Czech, Slovak, Finnish, Swedish, Norwegian, German, Danish, Dutch, Italian, Russian, Spanish and Portuguese.

The International Service continues to present an honest, objective, colorful picture of Canadian life, but with the changing political scene, the main program emphasis is now on news and political commentary.

Letters come in regularly at the rate of 3,000 to 4,000 a month, and the response indicates that Canada's voice is effective. Mail continues to increase for all sections except those transmitting behind the Iron Curtain. Mail from Czechoslovakia, which in its peak month, February 1948, numbered 1,200 letters, dropped to almost nil after the political coup in 1948. However, a few letters still trickle in, unsigned, smuggled out of the country and mailed abroad — mute evidence of defiance of local authorities in an attempt to hear the truth.

In a popularity poll sponsored in July, 1950 by the International Short Wave Club in London, CBC International Service took fourth place. It was surpassed only by OTC (Leopoldville), Radio Australia, and the Swiss Shortwave Service, in that order.

At the request of the United Nations, the International Service has continued to transmit UN material fed through its facilities to other countries insofar as it is able, without interfering with its own requirements. For its own coverage of United Nations events it has the services of a CBC representative, an English correspondent and a number of foreign-language correspondents at Lake Success.

The International Service is operated by the Canadian Broadcasting Corporation on behalf of the Canadian Government. Operation costs are met by an annual appropriation of Parliament and do not involve monies received from licence fees or the commercial revenues of the Corporation. Matters of policy are discussed freely and regularly with the Department of External Affairs and by an Advisory Committee on shortwave broadcasting which includes executives of the CBC, representatives of the Department of External Affairs, the Department of Trade and Commerce, the Privy Council and the National Film Board.

## English Language Service

During 1950, the English Language Service broadcast one hour and forty-five minutes daily to Europe (including the British Isles), three-quarters of an hour daily to Latin America, and one hour and fifty minutes weekly to the South Pacific area

(including Australia and New Zealand). Early in 1951, however, the transmission time of this Service was curtailed to make way for the new Russian transmissions.

News bulletins, three times daily, provide news of national and international importance to Europe and the United Kingdom. *Postnews Commentaries* which follow the daily newscasts to Europe, *Midweek Commentaries* and *Weekend Reviews* by authoritative Canadians interpret national and international developments in the political, social and economic fields.

*Canadian Chronicle*, broadcasting daily except Sunday in two editions, continues to be a favorite among overseas listeners. With sixty correspondents across Canada contributing to its daily output, it strives to get the story behind the headlines. A weekly Sunday 15-minute program now in its second series, *Canadian Primer* — the ABC of basic Canadian facts — deals in magazine form with Canadian topics such as apples, banking, coal, department stores, and so on.

Two English Language Service programs — *Canadians at Work*, a series of dramatized documentaries, and *What's the Answer?*, a quiz program designed for Latin American and Canadian listeners — have had a weekly spot on the CBC Dominion network.

Every six weeks during the year the *Gaelic, Scottish and Welsh Newsletters* from Canada, designed for special BBC regions, are recorded in Montreal and relayed via Sackville, to be recorded by BBC for rebroadcast in the British Isles.

The English Language Service also encourages and undertakes special talks transcriptions for relay abroad by other Commonwealth broadcasting organizations.

## French Language Service

Twice daily the French Language Service speaks to France and French-speaking listeners elsewhere in Europe. A daily French program included in the Latin American transmission serves Haiti, the Dominican Republic, Martinique, Guadeloupe and French-speaking listeners in the Caribbean area, Central and South America.

*Canada-Jeunesse*, a 15-minute series especially designed for French-speaking children in Europe, introduced the previous year, concluded in June and is at present being translated and adapted in the other languages of the International Service. *En Feuilletant* — readings from Canadian novels, short stories, essays and poetry — has been recorded and shipped to both Radiodiffusion française and Institut national de la radiodiffusion belge for rebroadcast.

In the news-talks field, *Les Actualités canadiennes* continued to present, three times weekly, glimpses behind the headlines reflecting Canadian life from sea to sea. News bulletins, political commentaries, press reviews and features dealing with the artistic, scientific, economic and political life of Canada, up-to-the-minute news events in the form of interviews and reports were included in *La Voix du Canada*.

*Le Coin des auditeurs* was maintained during the summer months but with only one 15-minute period a week. It was again rebroadcast over the national network of Radiodiffusion française on Sundays during the year.

The only musical presentation of the French Language Service occurred every Sunday and featured various groups of singers.

## Latin American Service

The Latin American Service broadcasts daily in Spanish, Portuguese, English and French. There is an additional 15-minute program weekly in Dutch to the Netherlands West Indies.

The program pattern has not changed greatly from that of last year, news and



commentaries being given first consideration. Informative talks on science, on industry, and on cultural activities play an important part in Latin American broadcasting. An informative series on educational facilities in Canada encourages Latin American students to study in Canada. Scripts from this series have been incorporated in a booklet for distribution to listeners. Dramatic treatment is given Canadian history, the Canadian way of life, and as of February, 1951, Len Petersen's *In Search of Ourselves*, from the Dominion network, is being broadcast in Spanish.

Interviews with Latin American consular representatives in Montreal and special programs have strengthened the bonds of friendship between the Section and its listeners. With the co-operation of the larger stations in Latin America, events of special significance were relayed with advance press publicity by Latin American stations.

*Canciones Folkloricas* por Alan Mills, *Concertos Canadenses*, *Musica de Ayer y de Hoy* and the newly introduced Canadian symphony music on Sunday and Tuesday evenings represent music on the Latin American transmission.

In addition to "live" broadcasts, special programs of Canadian music by Canadian composers were transcribed for occasions such as Dominion Day and Christmas, for distribution to Latin American radio stations.

Response from listeners in Spanish and Portuguese has more than doubled during the year.





## European Service

The European Service, with the addition of Finnish and Russian, now broadcasts in 10 languages: Czech, Danish, Dutch, Finnish, German, Italian, Norwegian, Slovak, Swedish and Russian. Weekly transcribed programs to Greece are also prepared by this Section for Radio Athens.

All sections have emphasized news of the Canadian attitude on questions at the United Nations. In broadcasts to the Netherlands and the Scandinavian countries the basic policy was the expression of solidarity and co-operation between these countries and Canada at the United Nations and in the framework of the Atlantic Pact.

A continuing development during the year has been the increase in the number of school broadcasts being prepared for use in European schools. Germany, Norway, Sweden, Denmark, Austria, Switzerland, the Netherlands and Italy have used Canadian school broadcasts.

A marked increase in audience response has been evident in all language sections with the understandable exception of the Czech and Russian sections. Although Czech mail is now very small, the effectiveness of Canada's program can be measured by frequent attacks in the Communist-controlled radio and press against our broadcasts to Czechoslovakia.

## Central European Area

### German Section

The German Section presents 20 programs a week, broadcasting one hour daily Monday to Friday and forty-five minutes on Saturday and Sunday. A week's programming is made up of 28 per cent news, 21 per cent political commentary, 10 per cent semi-political commentary, 34 per cent non-political commentary and 7 per cent music.

The Section's transcription service to German stations was greatly increased during the year. School broadcasts on various aspects of Canadian life were prepared and shipped to the American-controlled station in Berlin, RIAS, at its request. NWDR in Hamburg scheduled a number of half-hour school broadcasts and undertook to circulate them throughout Western Germany. Radio Frankfurt, Radio Munich, Stuttgart and Baden-Baden have shown interest in school broadcasts and special features from time to time.

The BBC continues to rebroadcast one fifteen-minute program a week for the Section.

While mail from the Soviet Zone has decreased noticeably, there is evidence that the German Section's listening audience east of the Iron Curtain has not fallen off. Letters from there, posted in Western Berlin and Western Germany generally, are still received.

Much progress has been made in publicizing the German Section of the International Service in German radio papers and magazines.

### Italian Section

The daily half-hour programs beamed to Italy have gained considerably in popularity in the second year of broadcasting to this country. The daily program content can be broken down as follows: 26 per cent news, 26 per cent political com-



*A CBC International Service producer gives the one-minute warning cue prior to the broadcast of a Spanish version of the program "In Search of Ourselves", for listeners in Latin America.*

mentaries, 8 per cent semi-political commentaries, 32 per cent non-political commentaries, 8 per cent music.

Commentaries stress the common interest shared by Canada and Italy under the North Atlantic Pact, and emphasis is placed on interviews with Italian-Canadians, recent immigrants and visitors from Italy. A start has been made in establishing liaison between the Italian Section and the Italian Radio System.

### **Austrian Section**

Because the response to the Austrian Section's two weekly 15-minute programs to Austria proved disappointing — mainly because the time was unsuitable — and since many of the Austrian listeners keep in touch with the German programs, the International Service decided to discontinue special shortwave programs to Austria and concentrate on a transcription service to this area.

The Austrian Section has made arrangements with three Austrian stations, Sendergruppe Alpenland, Graz (British controlled), Rot-Weiss-Rot, Salzburg (American controlled) and RAVAG, Vienna, to have International Service material carried by their local stations.

### **Broadcasts to Switzerland**

Early in December, 1950, the framework of the first daily German program — a 15-minute show — was changed. From then on it was no longer beamed specifically to Germany but considered a German-language program. Through this change Switzerland has been included in the "target area". A transcription service to Switzerland has begun on a very modest scale.

# Northern European Area

## Danish Section

The Danish Section broadcasts daily for 20 minutes to Scandinavia. In the projection of Canada its transmission time is divided generally into the following: 66 per cent non-political commentaries, 17 per cent political commentaries, 7 per cent news, 6 per cent music and 4 per cent semi-political commentaries. Canadian news presents the Canadian point of view while a weekly *Report from the United Nations* gives the changing international scene.

The Danish Section continues to receive the greatest volume of audience mail in the entire European Service. Denmark is the country where per capita listening in Canada seems to be most extensive. Publicity is carried on intensively in some 70 Danish newspapers for Canada's Danish Voice.

## Norwegian Section

The Norwegian program places before the Norwegian listener the Canadian point of view in world affairs in two regular weekly commentaries, a press review, four news summaries and a weekly commentary from the UN.

With the purpose of projecting information concerning Canada, a series of talks on the Canadian Provinces and the North-West Territories was broadcast. Cultural talks included the history of painting from early days to the present, Canadian literary development from Haliburton to Leacock, MacLennan, Gabrielle Roy, Canadian Theatre and the personality of Fridolin.

During the shipping season — April to November — bi-weekly broadcasts originated from the Community Centre for the Norwegian Merchant Marine in Montreal and proved very successful.

A special 30-minute Dominion Day program, *Canadian Cavalade*, was prepared by the Section and relayed by the Norwegian home station. At the request of newspapers in Norway, articles on Canadian forests, fishing and mining were prepared by the Service.

## Swedish Section

The Swedish Section, with a daily 20-minute period at its disposal, patterns its programming to include 10 per cent news, 20.5 per cent political commentaries, 13.5 per cent semi-political commentaries, 51.5 per cent non-political commentaries and 4.5 per cent music. Although projection of Canada is its primary function, the Section, because of the rapidly changing political scene, is more and more acquainting the Swedish public with Canadian opinion and policy regarding world affairs.

The Swedish Section has been highly successful in placing transcribed programs on the Swedish network. During the year the Section introduced a course in English as a regular weekly feature, and the course was recommended to its members by Sweden's second largest education organization. A very close second in popularity was the *Weekly Trade Report* designed to promote Swedish-Canadian economic relations. In the field of music, a special program of Canadian compositions was prepared for relay in Sweden.

## Finnish Section

A special transmission to Finland was introduced on December 3rd, 1950. This step was taken because of the large number of listeners which the Swedish broadcasts had already attracted in that bilingual country, and because of the success gained in placing specially prepared programs on the Finnish home radio.

The transmission to Finland, mainly in Finnish but with an element of Swedish, is a once-a-week program of 30 minutes' duration. The breakdown of program content is as follows: 46.5 per cent news, 4.5 per cent political commentaries, 25 per cent semi-political commentaries, 24 per cent non-political commentaries.

The inauguration of the Finnish Section was warmly welcomed by the Finnish radio authorities and was given backing by a large part of the Finnish press. Audience mail has been very substantial and encouraging.

The Finnish Section has relayed numerous programs for broadcast by overseas stations.

### **Dutch Section**

The Dutch Section broadcasts seven 30-minute and seven 15-minute programs per week to the Netherlands and 15 minutes a week (Saturdays) to the Dutch West Indies. Following the general trend of world events it has shifted its emphasis from immigration problems to Canada's role in international affairs.

Daily transmissions consist of approximately eight minutes' newscast, a general talk and a review. Twice weekly a special commentary from the UN is included. Additional news commentaries are presented whenever any development in the news warrants special treatment.

Dutch programs are relayed by the Radio Distribution Organization in the Netherlands. A monthly 15-minute program is specially prepared for the exclusive use of K.R.O., the Roman Catholic transmitter in the Netherlands. Two items of topical interest per month are relayed to N.C.R.V., the Protestant transmitter.

Transcribed programs have always been an important part of the Section's work. By special request from Radio Hilversum school broadcasts on Canadian topics were prepared and shipped.

## **Eastern European Area**

### **Czechoslovakian Section**

The Czechoslovakian Section broadcasts 28 programs a week, for a total of 11 hours. Each program, with the exception of the Youth Program on Saturday and the Sunday program, contains a complete newscast. The bulk of the program is in Czech, while Slovak is used alternately in the late newscast.

The Czechoslovakian Section continues to play a part in the ideological struggle between East and West. Still greater emphasis is placed on news and political material. It seeks to play its political role by taking a positive approach to problems rather than by negative polemics. While the projection of Canada still forms an important part of the program, the main emphasis is placed on international developments and the western point of view, stressing the solidarity of the North Atlantic community. A factual and objective newscast – the backbone of Czechoslovak programming – has been expanded in size in comparison to last year, in order to correct the falsified and biased news service provided by Communist-controlled radio and press in Czechoslovakia. The number of political commentaries has been increased at the expense of non-political material.

Audience mail from Czechoslovakia has decreased to a mere trickle. The Section still receives a few letters from within Czechoslovakia, some of them smuggled out and mailed abroad. Their contents as well as the fact that people risk their lives to write to the Czech Section of the International Service indicates the importance attached by listeners to the Czech programs.



## Greek Section

The International Service has no direct programs to Greece but supplies the Canadian Embassy in Athens with recorded programs for use on Radio Athens. While the recorded programs, in accordance with the wishes of the Embassy, consist mainly of Canadian music and music performed by Canadian artists, the Greek Service sends in addition recorded interviews with Greek visitors and other prominent Greek personalities.

## Russian Section

The Russian broadcasts were inaugurated on February 4th, 1951 with a talk in Russian by Hon. Dana Wilgress, High Commissioner for Canada in London. There are two half-hour programs a day, seven days a week. The first transmission of the day coincides with those of the Voice of America and the BBC, the purpose being to reinforce the battery of western transmitters broadcasting to the Soviet Union in order to overcome jamming.

The program content of the Russian transmissions is as follows: approximately 30 per cent news, 55 per cent political and semi-political material (commentaries, economic series, press reviews, etc.) and 15 per cent non-political material (including features projecting Canada).

## Music

The Music Department of the International Service is concerned with the planning and production of live programs for use by all sections and the development of a music transcription service.

In its live music programming the department has endeavored to introduce the finest Canadian composers and has adhered to the policy of using Canadian talent. Live music during the fiscal year has covered a wide field ranging from classical music to folk ballads and jazz.

With the issuing of the first Transcription Service catalogue in March, 1950, a systematic record of music available in transcribed form for shipment abroad was set up. Part II of the catalogue was printed June, 1950. The newly organized Transcription Service was entitled *Canadian Concert*.

In the period under review, approximately 40 sets of 22 programs of the Transcription Service have been distributed to embassies, trade commissions and radio stations overseas. In addition to this, WNYC in New York City has been featuring the Transcription Service in a special program each Sunday afternoon.

## News

The Newsroom of the International Service continues to provide an accurate and comprehensive report of Canadian and world news. Its bulletins underline significant Canadian events and at the same time cover all important international happenings. Linked by direct wire with the United Nations headquarters, it pays particular attention to the reporting of UN activities.

Once a week the newsroom prepares a round-up of Canadian news which is also used by the language sections for translation into their respective languages. Duplicates of its English bulletins and source copy are supplied regularly to the French, Dutch,



Czech, German and Russian sections. Special newscasts and stories are prepared for translation by the Italian, Danish, Swedish and Norwegian sections.

The International Service Newsroom subscribes to The Canadian Press, Reuters, British United Press, l'Agence France Presse and their affiliated services.

## Press and Information

The Press and Information Service, as its main function, publishes *This Is Canada*, a monthly program booklet combining pertinent facts about Canada with details on the program schedule of the International Service, including times and wavelengths. The European Edition of *This Is Canada* contains program information in 11 languages. Its circulation, to individual listeners and in bulk shipment for distribution within foreign countries, amounted in March, 1951, to 80,918 — an approximate increase of 23,000 over March, 1950. In its Latin American and Caribbean Edition, the publication contains program information in five languages. Circulation of this edition has doubled since March, 1950 and stands at 10,590 as of March, 1951.

The Press and Information Service has to date distributed some 65,000 large full-scale maps of Canada and about 85,000 copies of the brochure printed by the Department of External Affairs (*Canada from Sea to Sea*) — all issued on request.

Special displays featuring International Service were designed and sent for exhibition and display purposes to France, Italy, Denmark and Sweden.

The Press and Information Service has recently been supplemented by an Audience Mail Section to cope with the steadily increasing volume of mail received by the International Service.

### International Service Audience Mail

Letters received in	1945	—	10,000	letters (approx.)
	1946	—	14,000	" "
	1947	—	19,000	" "
	1948	—	32,446	" "
	1949	—	33,765	" "
	1950	—	41,147	" "
Total:	150,358 letters			

(since the beginning of  
International Service)

A Reference Library, for the benefit of all CBC personnel in Montreal, is administered by Press and Information. The library today lists 4,500 books, besides a large number of newspapers, periodicals, magazines, pamphlets, journals and government documents.

## Financial

The unfavorable financial situation of the Corporation is patent in the 15th Annual Balance Sheet which discloses a deficit of \$1,271,874.27 for the year, after allowing for depreciation and obsolescence, and preliminary expenses in connection with the development of television in Canada. Revenues show only a small increase for the year. Expenditures, on the other hand, have been subject to the inflationary trend of the times.

Fixed Assets of the Sound Broadcasting establishment increased by \$585,017.84 during the year, chiefly through expenditures on the new Marieville, Windsor, and Lulu Island transmitters, and the Windsor studios.

Capital Acquisitions for the Television Service amounted to \$517,630.42, representing outlays for the construction of the Toronto and Montreal studios.

A fourth loan amounting to \$650,000.00 was authorized and received under Appropriation Act No. 4, 1950, (Vote 719) bearing interest at 2% per annum payable on the first days of March and September. The loan, which was authorized for working capital and to finance in part the Corporation's 1950-51 deficit, has a repayment date of March 1st, 1953.

### INCOME

#### Licence Fees

Revenue from licence fees increased by \$90,503.05 as compared to an increase of \$346,113.61 in 1949-50. The small increase is due principally to the issue of an additional 34,990 receiving licences during the year.

The Department of Transport Telecommunications Division has provided the following information showing issues of Receiving Station licences for the past two years:

	1949-50	1950-51
	<i>Fiscal</i>	<i>Fiscal</i>
	<i>Year</i>	<i>Year</i>
Newfoundland .....	21,323	44,483
Prince Edward Island .....	11,152	10,862
Nova Scotia .....	102,927	105,317
New Brunswick .....	76,581	74,418
Quebec .....	616,200	635,002
Ontario .....	715,290	708,012
Manitoba .....	135,582	125,371
Saskatchewan .....	164,751	164,070
Alberta .....	147,132	157,345
British Columbia .....	186,108	187,142
Yukon and N.W.T. ....	399	413
	<u>2,177,445</u>	<u>2,212,435</u>

The following provinces show a decrease: Prince Edward Island, New Brunswick, Ontario, Manitoba, and Saskatchewan.

## Commercial Broadcasting

Commercial revenue increased \$96,943.55, due principally to American network originations and Canadian network commercial business.

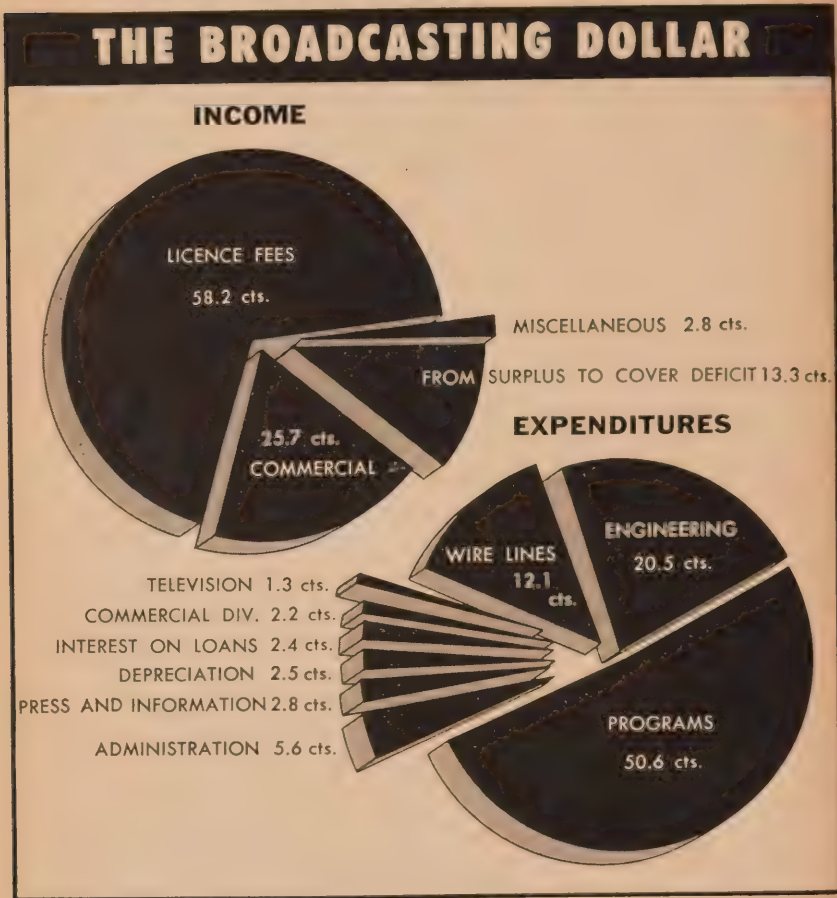
## Miscellaneous Revenues

Miscellaneous revenues amounted to \$266,043.80 for the year, mainly due to interest on investments and supervision of the International Service.

## EXPENDITURES

Operating expenditures are \$1,290,595.73 greater than last year.

The following charts indicate the source and the application of the broadcasting dollar:—



## INTERNATIONAL SERVICE

In accordance with the provisions of Order-in-Council P.C. 156 8855 dated November 17th, 1943, the Corporation carries on its books and shows on its Balance

Sheet as a separate item, the total cost of the Crown's property, together with a like sum as a liability to the Government of Canada.

The Canadian Broadcasting Corporation operates the International Service on behalf of the Government of Canada and all maintenance and operational costs are borne by the Government. These expenses are not considered chargeable to the CBC because the revenue from licence fees is used only to serve listeners within Canada.

Gross operating expenditures exceed last year's by \$121,426.61, the details of which are shown in a separate statement.

The value of Crown Assets in the custody of the Corporation has increased \$615,462.45 during the year after writing off miscellaneous small items amounting to \$2,523.38.

### **PENSION BENEFITS TO EMPLOYEES**

For the fiscal year under review a contribution of \$237,019.37 was made by the Corporation towards Pension benefits for its employees on the Sound Broadcasting establishment, the International Service and Television.

### **AUDIT REQUIREMENTS**

In accordance with Section 20 of the Canadian Broadcasting Act (1936) the books and accounts of the Corporation are audited by the Auditor General of Canada, and his certificate is appended.

The Balance Sheet records Cash on Hand and in Bank as being \$361,362.65 as of March 31st, 1951. Actually the amount was larger because cheques signed on April 2nd and amounting to \$148,865.00 were treated as issued prior to the close of the fiscal year.

The subject of payments related to the purchase of certain benefits under the Pension Plan, as also certain payments to the Stabilization Fund, is awaiting legal opinion as to final settlement.

# CANADIAN BROADCAST

Balance

## ASSETS

<i>Current</i>		
Cash on Hand and in Bank		361,362.65
Accounts Receivable:		
General	684,713.31	
Less: Reserve for Bad Debts	5,000.00	
		679,713.31
Government of Canada:		
Re: International Service	613,222.25	
Radio Licence Fees	30,177.21	
		643,399.46
Accrued Bank Interest		122.63
<i>Investments</i>		
Dominion of Canada Bonds		
(Market Value \$4,381,000.00)	4,568,750.00	
Accrued Interest Receivable	44,393.84	
		4,613,143.84
		6,297,741.89
<i>Fixed</i>		
<i>Sound Broadcasting:</i>		
Real Estate, Buildings, Technical		
Equipment, Studio and Office		
Furnishings, Library of Records,		
etc.	5,877,625.54	
Less: Allowance for Depreciation		
& Obsolescence, Nov. 2nd, 1936		
to Mar. 31st, 1951	2,798,203.18	
		3,079,422.36
<i>Television Broadcasting:</i>		
Real Estate, Buildings, Technical		
Equipment, Studio and Office		
Furnishings, etc.	544,722.23	
Less: Allowance for Depreciation		
& Obsolescence, Apr. 1st, 1949 to		
Mar. 31st, 1951	17,583.92	
		527,138.31
International Service Facilities,		
Sackville, N.B. and Montreal, P.Q.		
(Per Contra Account—Government		
of Canada)	5,573,838.40	
		9,180,399.07
<i>Deferred Charges and Prepaid Expenses</i>		
<i>Inventories</i>		
Expendable Stores	236,413.57	
Stationery and Printing	91,437.27	
Publications	999.56	
		328,850.40
Prepaid Charges		37,655.43
		366,505.83
		<u>\$15,844,646.79</u>
HARRY BRAMAH		AUGUSTIN FRIGON
Treasurer		General Manager
Ottawa, Ontario		
June 19th, 1951.		



# NG CORPORATION

March, 1951

## LIABILITIES

<i>Current</i>		
Accounts Payable . . . . .	964,845.82	
Securities Deposited by Contractors . . . . .	72,807.00	
		<hr/>
		1,037,152.82
<i>Government of Canada</i>		
Loan 2¾% for Capital Works (Authorized by Appropriation Act No. 6, 1946—Vote 965)	2,000,000.00	
Loan 3½% for Capital Works (Authorized by Appropriation Act No. 4, 1948—Vote 930)	1,250,000.00	
Loan 3% for Television (Authorized by Appropriation Act No. 7, 1949—Vote 934)	4,500,000.00	
Loan 2¾% for Working Capital (Authorized by Appropriation Act No. 4, 1950—Vote 719) . . . . .	650,000.00	
		<hr/>
		8,400,000.00
<i>Government of Canada</i>		
International Service Facilities, Sackville, N.B., & Montreal, P.Q. (Per Contra Account) . . . . .	5,573,838.40	
		<hr/>
		15,010,991.22
<i>Surplus</i>		
<i>Capital Surplus:</i>		
Acquired at inception under Section 25 of "The Canadian Broadcasting Act 1936" and Union with Newfoundland, April 1st, 1949 . . . . .	856,053.04	
<i>Operating Deficit:</i>		
Year Ended Mar. 31st, 1951 . . . . .	1,271,874.27	
Deduct Balance at credit, April 1st, 1950 . . . . .	1,232,826.80	
		<hr/>
	39,047.47	
Deduct Adjustments during year . . . . .	16,650.00	
		<hr/>
Balance at debit March 31st, 1951 . . . . .	22,397.47	
		<hr/>
		833,655.57
		<hr/>
		<u>\$15,844,646.79</u>

## AUDITOR'S CERTIFICATE

I have examined the accounts of the Canadian Broadcasting Corporation for the year ended March 31, 1951, and have obtained all the information and explanations I have required. Subject to (a) the cash on hand and in bank is understated by \$148,865 with a corresponding understatement of liabilities, (b) the liability assumed by the Corporation under the CBC Pension Plan, for the cost of certain past service benefits to employees, estimated at \$40,000, is not included above, and (c) the propriety of payments of \$21,935 into the Stabilization Fund of the Pension Plan has not been established, I certify that, in my opinion, the above Balance Sheet is properly drawn up so as to exhibit a true and correct view of the state of the Corporation's affairs as of March 31, 1951, according to the best of my information and the explanations given me and as shown by the books of the Corporation.

WATSON SELLAR

Auditor General of Canada

# INCOME AND EXPENDITURES

*1st April 1950 to 31st March 1951*

## INCOME

Licence Fees . . . . .	5,571,991.31
Commercial Broadcasting . . . . .	2,463,344.62
Miscellaneous . . . . .	266,043.80
	<hr/>
	8,301,379.73

## EXPENDITURES

<i>Sound Broadcasting</i>	
Programs . . . . .	4,843,451.04
Engineering . . . . .	1,958,129.60
Station Networks (Wire Lines) . . . . .	1,161,251.50
Administration . . . . .	540,930.93
Press and Information . . . . .	271,476.06
Commercial . . . . .	208,708.80
Interest on Loans . . . . .	230,627.40
	<hr/>

9,214,625.33

Deficit . . . . . 913,245.60

*Add: Allowance for Depreciation  
and Obsolescence—*

2½% on Buildings . . . . .	47,685.26
5% on Equipment . . . . .	188,162.91
	<hr/>

235,848.17

Sound Broadcasting Operating Deficit . . . . . 1,149,093.77

### *Television Broadcasting*

(Preliminary Expenses)	
Programs . . . . .	60,294.43
Engineering . . . . .	44,747.06
Miscellaneous . . . . .	1,142.80
	<hr/>

Deficit . . . . . 106,184.29

*Add: Allowance for Depreciation  
and Obsolescence—*

2½% on Buildings . . . . .	9,974.43
5% on Equipment . . . . .	6,621.78
	<hr/>

16,596.21

Television Broadcasting Deficit . . . . . 122,780.50

Total Operating Deficit . . . . . \$1,271,874.27

*Note:* For expenditures re International Service see separate statement.

Ottawa, Ontario,  
June 19th, 1951.

HARRY BRAMAH  
*Treasurer*

INTERNATIONAL SERVICE EXPENDITURES  
(RECOVERABLE FROM GOVERNMENT OF CANADA)  
1st April 1950 to 31st March 1951

*Operating Expenditures*

Performers' Fees . . . . .	359,810.24
Salaries . . . . .	695,321.65
News Service . . . . .	58,102.23
Postage and Excise . . . . .	29,755.48
Printing & Stationery . . . . .	97,260.98
Rental of Accommodation . . . . .	5,105.36
Telegrams, Telephones & Teletype . . . . .	43,197.91
Travelling, Removal and Duty Entertainment . . . . .	43,187.33
General Operating Overhead . . . . .	101,466.17
Transmission Lines . . . . .	23,181.78
Power . . . . .	31,933.50
Tubes and Maintenance . . . . .	67,701.45
Montreal—Sackville Line . . . . .	42,667.26
Supervision Charges . . . . .	78,892.51

Deduct Earned Revenues . . . . .	1,677,583.85
	79,405.59

Net Operating Expenditures . . . . .	1,598,178.26
Capital Expenditures . . . . .	617,985.83

\$2,216,164.09

Ottawa, Ontario,  
June 20th, 1951.

HARRY BRAMAH  
*Treasurer*

## CBC Transmitters

### English Networks

Region	Call Letters	Main Studio Location	Power (Watts)	Frequency (Kilocycles)
Newfoundland	CBN	St. John's, Nfld. ....	10,000	640
	CBG	Gander, Nfld. ....	250	1450
	CBT	Grand Falls, Nfld. ....	1,000	1350
	CBY	Corner Brook, Nfld. ....	1,000	790
Atlantic	CBI	Sydney, N.S. ....	1,000	1570
	CBH	Halifax, N.S. ....	100	1330
	CBA	Sackville, N.B. ....	50,000	1070
Mid-Eastern	CBM	Montreal, Que. ....	50,000	940
	CBO	Ottawa, Ont. ....	1,000	910
	CBL	Toronto, Ont. ....	50,000	740
	CJBC	Toronto, Ont. ....	50,000	860
Prairie	CBE	Windsor, Ont. ....	10,000	1550
	CBW	Winnipeg, Man. ....	50,000	990
	CBK	Watrous, Sask. ....	50,000	540
	CBX	Edmonton, Alta. ....	50,000	1010
Pacific	CBR	Vancouver, B.C. ....	5,000	1130

### French Network

CBF	Montreal, Que. ....	50,000	690
CBV	Quebec City, Que. ....	1,000	980
CBJ	Chicoutimi, Que. ....	10,000	1580

### Frequency Modulation

			(Megacycles)
CBF-FM	Montreal, Que. ....	10,940	95.1
CBL-FM	Toronto, Ont. ....	5,580	99.1
CBM-FM	Montreal, Que. ....	4,510	100.7
CBO-FM	Ottawa, Ont. ....	380	103.3
CBR-FM	Vancouver, B.C. ....	1,400	105.7

### Shortwave—National Service Frequencies

			(Kilocycles)
CBNX	St. John's, Nfld. ....	300	5970
CBFA	Montreal, Que. ....	7,500	11760
CBFL	Montreal, Que. ....	7,500	11720
CBFO	Montreal, Que. ....	7,500	9630
CBFR	Montreal, Que. ....	7,500	9520
CBFW	Montreal, Que. ....	7,500	6090
CBFX	Montreal, Que. ....	7,500	9610
CBFY	Montreal, Que. ....	7,500	11705
CBFZ	Montreal, Que. ....	7,500	15190
CBLX	Montreal, Que. ....	7,500	15090
CBRX	Vancouver, B.C. ....	150	6160

## Shortwave—International Service Frequencies

Call Letters	Power (Watts)	Frequency (Kilocycles)
CHAC	50,000	6160
CHLA	50,000	21710
CHLR	50,000	9710
CHLS	50,000	9610
CHOL	50,000	11720
CKCS	50,000	15320
CKCX	50,000	15190
CKEX	50,000	11900
CKLO	50,000	9630
CKLX	50,000	15090
CKNA	50,000	5970
CKNC	50,000	17820
CKOB	50,000	6090
CKRA	50,000	11760
CKRP	50,000	21600
CKRZ	50,000	6060
CKXA	50,000	11705

The studios of the International Service are in Montreal, Que. and the transmitter plant is at Sackville, N.B.

## CBC LOW-POWER RELAY STATIONS

These are satellite transmitters of low power which are attached to the wire line networks at repeater points. These stations are able to relay programs only and are not able to originate live broadcasts. Communities serviced are those unable due to topography to receive any adequate signal from a Canadian radio station and yet not large enough to support their own local station.

	Power (Watts)	Frequency (Kilocycles)
CBAM Edmundston, N.B. ....	25	1400
CBLD Dryden, Ont. ....	25	1490
CBLH Hornepayne, Ont. ....	25	1340
CBLN Nakina, Ont. ....	25	1240
CBLS Sioux Lookout, Ont. ....	25	1240
CBRA Revelstoke, B.C. ....	25	860
CBRD Field, B.C. ....	25	690
CBRF Fernie, B.C. ....	25	860
CBRG Prince George, B.C. ....	25	900
CBRK Kimberley, B.C. ....	25	900
CBRL Williams Lake, B.C. ....	25	860
CBRM Creston, B.C. ....	25	730
CBRN North Bend, B.C. ....	25	800
CBRP Princeton, B.C. ....	25	860
CBRQ Quesnel, B.C. ....	25	800
CBRR Cranbrook, B.C. ....	25	1340
CBRT Ashcroft, B.C. ....	25	860
CBLF Foleyet, Ont. ....	25	1450





# CANADIAN BROADCASTING CORPORATION NETWORKS

March 31, 1951



















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